

2<sup>1</sup>/<sub>2</sub>

200  
1936

S.A. PILTZ CO.,  
SAN FRANCISCO, CALIF.

NO. 6A-H124  
ORDER NO. 58810  
DATE 2-20-1936

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

IMPRINT NONE

TOP- HUMBOLDT STATE  
REDWOOD PARK, RICHARDSON GROVE  
BOT- REDWOOD HIGHWAY, CALIFORNIA

*2 blueprints*

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

8

5

200 1/2  
A 9 1/2

S. A. PILTZ CO.,  
SAN FRANCISCO, CAL IF.

NO. 6A-H125

ORDER NO. 58810

DATE 2-20-1936

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M YES

TITLE (IN FULL) TOP- PACIFIC LUMBER  
COMPANY, REDWOOD MILL

IMPRINT NONE

BOT- REDWOOD HIGHWAY, SCOTIA, CALIFORNIA

BOT, SMALL TYPE- PHOTO BY  
CALIFORNIANS, INC.

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

RETURN PHOTO TO S.A.PILTZ

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

YES

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET 14



✓ NO. 6A-H126

S. A. PILTZ CO.,  
SAN FRANCISCO, CALIF.

ORDER NO. 58810

DATE 2-20-1936

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP- ALONG THE TRINIDAD

COAST

BOT- REDWOOD HIGHWAY, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT NONE

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. I. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— X CUSTOMERCURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET216 1/4  
A12To the  
Jan 20 1936

280 12  
1934

S.A. PILTZ.,  
SAN FRANCISCO, CALIF.

NO. 6A-H127

ORDER NO. 58810

DATE 2-20-1936

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL) TOP- DOUGLAS MEMORIAL  
BRIDGE, KLAMATH RIVER

BOT- REDWOOD HIGHWAY, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT NONE

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

reprints 6  
Specimen - 8  
trees - 2 1/2

3  
8



S.A. PILTZ CO.,  
SAN FRANCISCO, CALIF.

NO. 6A-H128

ORDER NO. 58810

2-20-1936

DATE

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER BORDER.

TITLE (IN FULL) TOP- THE SMITH RIVER

DIVIDE, NEAR THE CALIFORNIA-OREGON  
STATE LINE

BOT- REDWOOD HIGHWAY, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

1

R. M.

YES

IMPRINT

BONE

2 blueprints

COLOR DESCRIPTION

USE PHOTO NO. 1A1551

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

1317  
12  
14

Get some  
Company  
3200

CUSTOMER	DIAL NO. <b>6A-H129</b>	ORDER NO. <b>58420</b>	DATE <b>1-13-1936</b>	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer
	CUSTOMER <b>GLOBE AMERICAN CORP., KOKOMO, IND.</b>					
PHOTO PROPERTY OF C. T. & CO.	<b>50</b> <b>8</b> <b>M</b> <b>PC</b>	SIZE <b>3 1-2 X 5 1-2</b>	STYLE <b>ART COLORTONE, FULL</b>			
	PLACE OF TITLE: Upper, Lower, Center—Border — <u>Follow Layout</u>		(All of this on address <b>FACE</b> )			
RETURN PHOTO	Title in Plate Yes No	Copyright in Plate Yes No	FRONT NO. <b>5</b>	R. M. <u>Yes</u> No		
	Title in full <b>INTRODUCING THE RANGE OF THE FUTURE (ETC. AS PER COPY)</b>		R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer <u>C. T. Imprint</u> No Imprint			
NO	RETOUCHING DEPARTMENT			PHOTO LITHO		
	<u>Submit</u> Sketch <u>Layout</u> <u>Retouched Photo</u> Wash Drawing			Rephoto		
YES	Follow Layout			NEG. NO.		
	SEE INSTRUCTIONS ATTACHED			Photograph each - Size 5x7 - 8x10 - 10x12		
YES				Prints each from Negatives MATTE or GLOSSY		
				Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted		
YES				See Salesman, Customer, or Sample for Position, Office		
				DELIVER Straighten Photo		
YES				Negative — Line — Halftone — Combination. 120		
				Dry — Wet — Pancromatic — Color Separation 133		
YES				Transfer — Paper Process — New Process. 150		
				Stripping — <u>White Border</u> — Full Face. 175		
YES				<u>Blue Print</u> <u>Handcolor</u> — Black & White Proof. Titles—Red, Blue.		
				COLOR DESCRIPTION		

62  
2 1/2  
20-23/4  
12 3/4  
C- 1 1/4

PHOTO RETURNED TO PHOTO USED FOR



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

DIAL NO. 6A-H130 ORDER NO. 58425 DATE 1-13-1936

CUSTOMER VANITY BOOK SHOP  
X BIRMINGHAM, ALA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 500 PC

SIZE 3 1-2 X 5 1-2

STYLE PHOTO COLORITY FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full "THE SOUTH'S SMARTEST SHOES"  
(ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*Use no #3 for color of background, and let it  
have the shadow effect*

PHOTO RETURNED

TO

PHOTO USED FOR

*5/10*  
*5 1/2*  
*1*  
*22*  
*13*  
*A-11*  
*C-1*



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H131 ORDER NO. 58425 DATE 1-13-1936

CUSTOMER VANITY BOOT SHOP,  
BIRMINGHAM, ALA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

12M 500 PC

SIZE

3 1-2 X 5 1-2

STYLE PHOTO COLORIT, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border

Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

"THE SOUTH'S SMARTEST SHOES"

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

No Imprint

(ETC. AS PER COPY)

RETOUCHING DEPARTMENT

Submit

Sketch

Layout

Retouched Photo

Wash Drawing

Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Panromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

#5 to be white, # to be same color as shoe.

#7 to be white with tan, # & to be white.

Use a dark background for this card.

TO

PHOTO USED FOR

RETURN PHOTO

1  
5 1/2  
H.C. 1 3/4  
A 11  
C-1

YES

G. 215



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 6A-H132

ORDER NO. 63899

DATE

7-28-1936

DEPT.

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER

H. BOKER & CO.,  
NEW YORK, N.Y.

Photos for  
this Customer

12½ M PC

SIZE 3½ x 5½

STYLE ART COLORTONE, FULL FACE

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
BOKER'S STAINLESS STEEL ~~XXXXXXXXXX~~  
KITCHENSHEAR  
(ETC. AS PER COPY)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

sample by H.

2

Water DK Blue

PHOTO RETURNED

TO

PHOTO USED FOR

Art Photo  
17.50



CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

RETURN PHOTO  
YES

DIAL No. 6A-H133 ORDER NO. 58546 DATE 1-15-1936

CUSTOMER  
W.H.DEAN CO.,  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M R SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
(AS PER COPY)

*all HAND TIERED.*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG.NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

*600*  
*yes*

*2*

*Ret. 5*  
*1/2*  
*93*  
*C 3/4*



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

YES

RETURN PHOTO

DIAL NO. 6A-H134 ORDER NO. 58544 DATE 1-15-1936

CUSTOMER W.F. NORMAN SHEET METAL MFG. CO.,  
NEVADA, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER  
(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: NEVADA TOURIST COURT

TOP - LOOK FOR THE SIGN ON NORTH SIDE NO. 54 HIGHWAY  
BOT: NEVADA, MISSOURI AT NEVADA MO STATE APPROVED

BOT. NEVADA TOURIST COURT, NEVADA, MO. ONE OF THE FINEST TOURIST CAMPS  
IN THE STATE

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE SKETCH ATTACHED. STRAIGHTEN UP THE SPANISH  
TILE WHICH REPRESENTS A CORNICE. THE XXXI TOP OF  
THE WALL SHOULD BE LEVELED UP AND THE UPPER END OF  
THE ROAD SHOULD BE CUT OUT, BECAUSE IN FRONT OF ALL  
THE CABINS 40 FT. WIDE THERE IS CONCRETE. EITHER  
SHOW AN AUTO IN FRONT OF THE OFFICE XXX OR ELIMINATE  
THE MARKS WHICH MIGHT INDICATE THAT WE STARTED  
TO PUT ONE IN.

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

PHOTO RETURNED

TO

PHOTO USED FOR

5  
1 1/2  
A 9  
1/2  
NO

Handwritten notes and a red circle containing the letters "E.C."

7



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. ☒ A-H135 ORDER NO. 58541 DATE 1-15-1936

CUSTOMER ALERT ADVERTISING AGENCY  
GALVESTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

12<sup>1</sup>/<sub>2</sub>" M PC SIZE 3<sup>1</sup>/<sub>2</sub> x 5<sup>1</sup>/<sub>2</sub>  
PLACE OF TITLE ☒ Upper, Lower, Center ☒ Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL LUBBOCK, LUBBOCK, TEXAS  
(SMALL TYPE): AFFILIATED WITH NATIONAL HOTELS

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

STYLE PHOTO COLORIT, WHITE BORDER

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes ☐ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

USE #32 AS THE PRINCIPAL BRICK COLORING. THE XX STONE DECORATIONS USED ON THE SECOND AND TOP FLOORS IS ABOUT THE SHADE OF COLOR #14. THE NATIONAL DECORATIONS ON THE TERRACE RAIL ARE TO BE CARRIED OUT IN THE NATIONAL COLORS. ALL WINDOW CASINGS ARE NO. 14.

YES

RETURN PHOTO



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 6A-H136 ORDER NO. 58539 DATE 1-35-1936

CUSTOMER THE ALERT ADV. AGENCY,  
GALVESTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PG SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL DE SOTO, NEW ORLEANS, LOUISIANA  
(SMALL TYPE): AFFILIATED WITH NATIONAL HOTELS

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

COLOR OF BUILDING IS ABOUT NO. 5, AN OLD BUILDING, RESEMBLING VERY MUCH IN ARCHITECTURAL DESIGN  
THE PORTION OF HOTEL CONNOR MARKED ON SAMPLE ATTACHED.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

2  
3



XC1 1/2  
A12

8

MINISKY BROS. & CO., PUBLISHING  
DIVISION,  
PITTSBURGH, PA.

NO. 6A-H137

ORDER NO. 58460

DATE 1-15-1936

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) SC CARNEGIE LIBRARY AND TECH  
SCHOOLS, SHENLEY PARK, PITTSBURGH,  
PA.

IMPRINT SAME AS ABOVE

PUT IN MESSAGE SPACE AT TOP  
"PITTSBURGH PROMOTES PROGRESS"

PRIVATE NO. UPPER LEFT CORNER-640

COLOR DESCRIPTION

1ST BLDG DARG GRAY STONE, DARK DULL BROWN ROOF ON  
LOWER RIGHT CENTER, OTHER ROOFS DARK BROWNISH GLASS, REAR BLDGS ON  
LEFT LIGHT BUFF, DARK BROWN ROOFS, BLDG ON REAR RIGHT EDGE GRAY,  
TALL BLDG. ON REAR LEFT CENTER, DARK RED, GREEN LAWN AND SHRUBBERY  
IN FOREGROUND. MAKE GREEN FOLIAGE ON TREES ON RIGHT FOREGROUND.

SUBMIT: RET. PHOTO

B. I. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET

DEADLINE



802  
\$12.00

MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO 6A-H138 ✓

ORDER NO. 58460

DATE 1-15-1936

25<sub>M</sub> ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER

TITLE (IN FULL) VIEW OF THE POINT,  
PITTSBURGH, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PUT IN MESSAGE SPACE AT TOP  
"PITTSBURGH PROMOTES PROGRESS"

PRIVATE NO. UPPER LEFT CORNER-64

COLOR DESCRIPTION MAKE NIGHT SCENE. ON RIGHT BRIDGES DARK. ON LEFT BRIDGES  
DARK GRAY. FOREGROUND BLDGS. RED AND BROWN. IN CENTER AT POINT 1ST  
RED REAR GRAY AND LIGHT GRAY IN REAR. ON RIGHT REAR TALL BLDG BROWN  
OTHERS LIGHT GRAY. LOW FLAT BLDGS. RED. SHOW TOWER IN REAR DISTANCE  
IN CENTER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

5

DEADLINE



Q

202  
A-122

MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 64-H139

ORDER NO. 58460

DATE 1-15-1936

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) SIXTH STREET BRIDGE AND  
SKYLINE, PITTSBURGH, PA.

IMPRINT SAME AS ABOVE

PUT IN MESSAGE SPACE AT TOP  
"PITTSBURGH PROMOTES PROGRESS"

PRIVATE NO. UPPER LEFT CORNER-643

COLOR DESCRIPTION

FIRST TWO BLDGS ON RIGHT ED E GRAY BRICK, BROWN TILE  
ROOFS, REAR BLDG BETWEEN TWO BLDGS ON RIGHT DARK RED. CENTER BLDGS  
GRAY AND LIGHT GRAY. TALL BLDG ON REAR LEFT WHITE STONE. OTHER  
TALL BLDG ON REAR LEFT LIGHT GRAY COPPER ROOF, BLDGS ON LEFT  
FOREGROUND DARD RED AND BROWN. BRIDGES STEEL GRAY, GRAY PIERS, BOAT  
HOUSE IN FOREGROUND LIGHT GRAY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE 1-1-1-1-1

BEADLINE



52

280 1/4  
A12 1/2

MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 6A-H140 ✓

ORDER NO. 58460

DATE 1-15-1936

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) VIEW OF COUNTY BUILDINGS  
AND BUSINESS CENTER, PITTSBURGH,  
PA.

IMPRINT SAME AS ABOVE

PUT IN MESSAGE SPACE AT TOP

'PITTSBURGH PROMOTES PROGRESS'

644  
PRIVATE NO. UPPER LEFT CORNER-644

COLOR DESCRIPTION

REMOVE SMALL HOUSE MARKED X. ALSO STREET CAR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

DEADLINE

10

4

200 1 1/2  
18 3/4

MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 6A-H141 ✓

ORDER NO. 38450

DATE 1-15-1936

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

ENTRANCE TO LIBERTY  
TUNNELS SHOWING TRAFFIC CIRCLE,  
PITTSBURGH, PA.

IMPRINT SAME AS ABOVE

PUT IN MESSAGE SPACE AT TOP

"PITTSBURGH PROMOTES PROGRESS"

PRIVATE NO. UPPER LEFT CORNER-645

6A-H1083

COLOR DESCRIPTION

IMPROVE ON TRAFFIC FLOW AND MODERNIZE. SEE PHOTO NO.  
2A675 FOR COLORING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TY - SET UP

~~DEADLINE~~



MINSKY BROS. & CO., PUBLISHING DIVISION, NO. 5A-H142 ✓  
PITTSBURGH, PA.

ORDER NO. 58460

DATE 1-15-1936

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) BIRD'S-EYE VIEW OF M  
HOMESTEAD, PA. AND STEEL MILLS

IMPRINT SAME AS ABOVE

~~PUT IN MESSAGE SPACE AT TOP~~  
~~"PITTSBURGH PROMOTES PROGRESS"~~

PRIVATE NO. UPPER LEFT CORNER; 801

COLOR DESCRIPTION

~~MAKE NIGHT SCENE FIRE UP MILLS FULL BLAST.~~ ON LEFT  
LARGE BLDGS DARK DULL RED, DARK ROOFS AND STALKS, BRIDGE BLACK, GRAY  
FLOOR, ON RIGHT FIRST BLDGS BUFF AND GRAY. REAR LARGE BLDGS ON RIGHT  
BUFF AND GRAY AND RED.

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

DEADLINE



MINISKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 61-4143 ✓

ORDER NO. 58460

DATE 1-15-1936

25 MART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) ONE OF THE MANY STEEL

IMPRINT SAME AS ABOVE

MILLS, PITTSBURGH, PA. STEEL ~~XXXX~~  
CENTER OF THE WORLD

PUT IN MESSAGE SPACE AT TOP

"PITTSBURGH PROMOTES PROGRESS"

PRIVATE NO. UPPER LEFT CORNER-642

COLOR DESCRIPTION

NIGHT SCENE. USE YOUR OWN JUDGMENT IN LIGHTING UP THE  
MILLS AND ADD ANYTHING NECESSARY TO MAKE GOOD VIEW.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE 100 100

DEADLINE



~~Q~~ 21012  
A8<sup>3</sup><sub>4</sub>

2

E. B. ACKLEY,  
SANDUSKY, OHIO

NO. 6A-H144 ✓

ORDER No 55549

DATE 1-13-1936

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER

FRONT NO. 1 R. M. 10

TITLE (IN FULL) MOONLIGHT ALONG CATAWBA  
CLIFFS ON LAKE ERIE

IMPRINT SAME AS ABOVE

TAKE OFF IMPRINT AFTER 9M ARE RUN  
AND PRIVATE NO.

COLOR DESCRIPTION

MAKE MOONLIGHT SCENE, SHOWING MOON ON REAR RIGHT CENTER.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

~~RECEIVED~~

8

280 1/2  
18 3/4

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 6A-H145 ✓

ORDER NO. 58464

DATE 1-17-1936

12M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LIBRARY, RUTLAND, Vt.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4' FROM RIGHT EDGE  
IN UPPER BORDER-67R

COLOR DESCRIPTION

YELLOW AND GRAY BASE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TIME SET UP

DEADLINE



PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

DIAL No. **6A-H146**

ORDER NO.

**58566**

DATE

**1-17-1936**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER

**CHAPULTEPEC,  
DALLAS, TEX.**

Photos for  
this Customer

**6** M **PC GROUP (2)** SIZE **3 1-2 X 5 1-2**

STYLE **ART COLOR TONE, WHITE BORDER**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

**IT'S CHAPULTEPEC FOR REAL  
MEXICAN DISHES  
(ETC. AS PER COPY)**

FRONT NO. **5** (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**SEE LAYOUT ATTACHED.**

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. **120**  
Dry — Wet — Pancromatic — Color Separation **133**  
Transfer — Paper Process — New Process. **150**  
Stripping — White Border — Full Face. **175**  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

**SEE INSTRUCTIONS ATTACHED.**

PHOTO RETURNED

TO

PHOTO USED FOR

1/2  
7  
2 1/4  
13  
6 1/2

*Q*

*200 1 1/2  
A9*

*ref 100 6*

HARRY F. BEACH, INC.,  
JOLIET, ILL.

NO. 6A-H147 ✓

ORDER NO. 58493

DATE 1-17-1936

12 M 500 ART COLORTONEPOST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RUBY STREET BRIDGE OVER  
ILLINOIS WATERWAY, JOLIET, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

*in 0BH1L3*

COLOR DESCRIPTION

*See instructions attached*

SUBMIT: RET. PHOTO

PHOTO PROPERTY OF C. T. & CO. ☒

☒ B. L. & W. PROOF

☒ CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*TYPE SET 100*

*DEVELOP*

*5*



21014  
A 82

HARRY F. BEACH, INC.,  
JOLIET, ILL.

NO. 6A-H148 ✓

ORDER NO. 58493

DATE 1-17-1936

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT NO. 1 R. M NO

TITLE (IN FULL) BRANDON DAM, ILLINOIS  
WATERWAY, JOLIET, ILL.

IMPRINT SAME AS ABOVE

*in 6B H 163*

COLOR DESCRIPTION

*Steel work, very dark grey, (almost black)*

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

5

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. **6A-H149** ORDER NO. **58569** DATE **1-17-1936**

CUSTOMER **WALTER LAMPL,**  
**NEW YORK, N. Y.**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**6 M BUS. CARDS** SIZE **3 1-2 X 2 3-4**

STYLE **ART COLORTONE, FULL FACE**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

**NO TITLE.**

FRONT NO. **NONE**

(All of this on address side)

R. M. Yes **NO**

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

**No Imprint**

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

**Blue Print - Handcolor** — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO

NO

YES

Off. cl. 2-18



201 1/2  
A 10

7

MINSKY BROS. & CO., PUBLISHING  
DIVISION,  
PITTSBURGH, PA.

NO. 5A-H150 ✓

ORDER NO. 58573

DATE 1-24-1936

12M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HIGH SCHOOL, ALIQUIPPA,  
PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DARK RED BRICK, BRIGHT STONE TRIM AND ENTRANCE AND  
BASE, WHITE SASH. BLDG ON REAR LEFT SAME COLOR, GRAY STEPS.  
REMOVE POLES AND WIRES IN FOREGROUND. REMOVE TREES THAT OBSTRUCT  
RIGHT WING OF BLDG. IF IT CAN BE DONE.

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

7-11-36

7

52

2012  
A8

MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 6A-H151 ✓

ORDER NO. 58573

DATE 1-24-1936

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER

TITLE (IN FULL) B.F. JONES MEMORIAL  
LIBRARY, ALIQUIPPA, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

LIGHT STONE ALL OVER, GREEN BRONZE CORNICE AND SASH.  
BRASS DOORS, LIGHT GRAY STEPS, GREEN LAWN AND SHRUBBERY, REAR  
CENTER BLDG BUFF BRICK, GREEN CORNICE AND SASH. REMOVE WIRES, &  
AUTOMOBILES ON RIGHT

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

5



Keep 11/2  
A. - 11/2

IRVING TRUST CO., TRUSTEE,  
NEW YORK, N.Y.

NO. 6A-H152  
ORDER NO. 59009

DATE 1-24-1936

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> LOWER CENTER - BORDER.		FRONT NO. 1	R. M. YES
TITLE (IN FULL) THE HUEY P. LONG BRIDGE, NEW ORLEANS, LA.	IMPRINT NONE		
BOT-CONNECTING NEW ORLEANS, LA. WITH THE GREAT WEST			

3CH 859

COLOR DESCRIPTION

SEE PHOTO NO. 5A591. SHOW BRIDGE PLAINER. SEE  
CARD ATTACHED.

*Enlarge new, eliminating part of the approach if  
necessary, making about twice as large as on 5A591*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 6A-H153 ORDER NO. 59025 DATE 1-21-1936

CUSTOMER N. GRILLO,  
MILLDALE, CONN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M FC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: N. GRILLO - FLORIST AND WHOLESALE

GROWER - MILLDALE, CONN. (SOUTHINGTON)

BOT: YEAR 1935 - AIRPLANE VIEW - WHERE FINE FLOWERS  
ARE GROWN - ESTABLISHED 1915

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout USE PHOTO NO. D-4097.

SHOW PART OF PHOTO AS MARKED ON CIRCULAR ATTACHED,

EXTENDING TOWARD NORTH TO SHOW THE STREET AND HAVING

THE BLDGS. LOOK STRAIGHT IN THE CENTER OF THE CARD

THE TREES ON EHT EDGES OF ALL DRIVEWAYS AND ON

THE SIDE OF THE STREET ARE HYDRANGEAS. SHOW THESE AROUND

ALL THE DRIVEWAYS ~~XXE~~ ON THE NORTH ARE GRAPE - VINES

AND DIFFERENT DOMESTIC FRUIT TREES AND LAWN GRASS

EAST, SOUTH AND WEST IS GRASS.

COLOR DESCRIPTION

Evergreen trees around bldg.

FRONT NO. 5

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

IMPRINT: Customer

R. M. ☒ Yes ☐ No

Special type as sample

☒ C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Normal — Line — Halftone — Combination.

Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

120  
133  
150  
175

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Corrected growing out  
4/3.

8



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

YES

RETURN PHOTO

DIAL NO. 6A-H154

ORDER NO. 59024

DATE 1-21-1936

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER SUWANNEE HOTEL,  
ST. PETERSBURG, FLA.

25 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NIGHT SCENE OF SUWANNEE HOTEL AND MIRROR

LAKE PARK, ST. PETERSBURG, FLORIDA

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

HOTEL IS 9-STORY BLDG. AND SHOULD SHOW TALLER AND  
OTHER BLDGS. LOWER. SEE SKETCH ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

Agreement  
1.50  
Art Worker  
7.00

6 10



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO

DIAL NO. 6A-H155 ORDER NO. 59020 DATE 1-21-1936

CUSTOMER THE ALLIS PRESS,  
KANSAS CITY, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 PC GROUP (3) SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL KANSAN TOPEKA, KAN.

DINETTE

(ETC. AS PER COPY)

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED.

SEE INSTRUCTIONS ATTACHED.

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: "C.T. PHOTO COLORIT" THE ALLIS PRESS,  
KANSAS CITY, MO.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

Make DK Blue impression

PHOTO RETURNED

TO

PHOTO USED FOR

*Red Hand  
Sample  
J.H.*

*X*



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. 6A-H156 ORDER NO. 59019 DATE 1-21-1936

CUSTOMER THE ALERT ADV.AGENCY,  
GALVESTON, TEX.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 MFC GROUP (2) SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

MARLIN BATH HOUSE HOTEL FALLS  
(ETC. AS PER COPY)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Other

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE CARD ATTACHED FOR COLOR OF BATH HOUSE. HOTEL IS BRICK ABOUT THE SHADE OF #11, WITH STONE  
TRACINGS AND ORNAMENTATIONS #14 OR EVEN WHITER.

PHOTO RETURNED

TO

PHOTO USED FOR

1.50  
11.00

80



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. 6A-H157 ORDER NO. 59018 DATE 1-21-1936

CUSTOMER HOTEL GOOD,  
MIAMI BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TOP: HOTEL GOOD - 43RD ST. AT COLLINS

AVE. - MIAMI BEACH, FLORIDA

BO: ON THE OCEAN

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

*makeover & submit  
retouched photo to  
customer (3/21/36)*

SEE INSTRUCTIONS ATTACHED.

STYLE ~~XXXXXX~~ PHOTO COLORIT, WHITE

(All of this on address side)

R. M. Yes No

FRONT NO. 5

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR



PHOTO USED FOR

L.O. 2  
Ret 6  
14 1 1/4  
L. a 12

7

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

DIAL NO. 6A-H159 ORDER NO. 59015 DATE 1-21-1936

CUSTOMER  
CROUCH FUNERAL HOME  
BATESVILLE, ARK.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full CROUCH FUNERAL HOME - BATESVILLE,  
ARKANSAS

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

USE DAY VIEW. SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

CUSTOMER DOES NOT LIKE GREEN SHADES.

PHOTO RETURNED

TO

PHOTO USED FOR

5  
1 1/2  
A 9 3/4  
C 1 1/2  
YES 2

610

X

7



on sheet

DL-3  
A 12 1/2

7 1/2

THOMAS R. WEST,  
MIAMI, FLA.

NO. 6A-H160 ✓

ORDER NO. 59062

DATE 1-23-1936

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

1

R. M

YES

TITLE (IN FULL) (ON FRONT)

IMPRINT

SAME AS ABOVE

TITLE: DL-3 FLAMINGO HOTEL,  
MIAMI BEACH, FLA.

photo 5B4 1261

COLOR DESCRIPTION

HOTEL LIGHT BUFF STUCCO, SMALLER ADJACENT BLDG. ON RIGHT IS SAME SHADE.  
COPING AT EDGE OF ROOF ON HOTEL IS RED TILE AND FLAT PORTION OF ROOF SHOWING  
DARK GREEN. AWNINGS GREEN & WHITE STRIPE. HOTEL HAS GLASS DOME.

BE VERY CAREFUL WITH PHOTO

RETURN PHOTO XXX AS SOON AS POSSIBLE.

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

Yes

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

7

2 1/2

~~R~~

21013  
A8 1/2

CLINTON NEWS AGENCY,  
CLINTON, IOWA

NO. 6A-H161 ✓

ORDER NO. 59036

DATE 1-22-1936

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER CENTER - BORDER.  
TITLE (IN FULL) PICTURESQUE ISLAND ON  
MISSISSIPPI RIVER, NEAR CLINTON,  
IA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

Return photo to  
Chamber of Commerce  
Clinton Iowa

SUBMIT: RET. PHOTO B. I. & W. PROOF X HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

12  
11



CLINTON NEWS AGENCY,  
CLINTON, IOWA

NO. 6A-H162

ORDER NO. 59036

DATE 1-22-1936

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER,

TITLE (IN FULL) LUBBERS MEMORIAL

17. FOUNTAIN, RIVER FRONT PARK, CLINTON,  
IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M

NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

MAKE NIGHT SCENE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

all 3-30

replate 8 X 10

300 1/2  
A 8 3/4

CLINTON NEWS AGENCY,  
CLINTON, IOWA

NO. 6A-H163 ✓

ORDER NO. 59036

DATE 1-22-1936

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) LODGE, EAGLE POINT PARK,  
CLINTON, IA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

Entire bldg incl roof, natural brown color  
of logs

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

5  
17-18



HP 1 1/2  
A 8 1/2

4

E. B. ACKLEY,  
SANDUSKY, OHIO

NO. 6A-H164 ✓

ORDER NO. 59035

DATE 1-22-1936

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) PAVILION AND PIER,  
LAKESIDE, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE-846

6A-H164

COLOR DESCRIPTION  
BLDG. WHITE, DARK ROOF, GRAY SASH, GRAY CEMENT PIER,  
BOATS WHITE, GREEN TRIM, PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY. INC., CHICAGO  
PHOTO TICKET

1 TYPE



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO

DIAL No. 6A-H165 ORDER NO. 58587 DATE 1-23-1936

CUSTOMER AMES BROS. CO.,  
SAN FRANCISCO, CALIF.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M FC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

SAN FRANCISCO AIR VIEW SHOWING  
HOTEL SENATE LOCATION.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

NO

YES

RETURN PHOTO

Return photo

Photo in D-4747

PHOTO RETURNED

TO

PHOTO USED FOR

JPB



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

DIAL NO. 6A-H166 ORDER NO. 58583 DATE 1-23-1936

CUSTOMER MUTUAL OPERATING CO.,  
ORLANDO, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ANGEBILT HOTEL - ORLANDO, FLORIDA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

SEE TISSUE ATTACHED. SHOW MORE SKY THAN THE PHOTO  
SHOWS; MORE LIKE ON 5A-H1495. IF DOING THIS  
MAKES PROPORTIONS DIFFICULT, MAKE A DESIGN ON  
EACH SIDE SIMILAR TO 2A-H306. NOTE THAT THE LEFT  
SIDE IS TO BE CUT OUT AS SHOWN BY LINE ON TISSUE.  
THIS IS TO ELIMINATE THE LOW BUILDING, SIGNS, ETC.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER \_\_\_\_\_ Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

COLOR SCHEME OF 5A-H1495 IS TO BE FOLLOWED, EXCEPT THAT MAKE BRICK LESS RED AND MORE LIKE ON  
HOTEL MUEHLEBACK (2A-H306), AS THE BRICK OF THE ANGEILT IS "TAPESTRY" AND NOT THE RED BRICK.

PHOTO RETURNED

TO

PHOTO USED FOR

17.00

3  
2



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 6A-H167 ORDER NO 58584

DATE 1-27-1936

CUSTOMER R.G. HASKINS CO.,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M. FC

SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full AMAZING PRODUCTION

(AS PER COPY)

FRONT NO. 5  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Retouching for Haskins Photograph

1. Photograph "A"

- Some shavings should be left in photograph to make it more realistic.
- The screw on the finished work should be made appear very distinct.
- The two shields beside the screw should appear hollow.
- In left lower corner the large cylinder should be re-touched completely out.
- The background in the upper left hand corner should be somewhat submerged, but the detail should be held.
- Tapprhead sets out about 6" from the background. This should be shown by high-lights or shadows.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 4

H.C. 1½

L.C. 9¼



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H168 ORDER NO. 58584 DATE 1-27-1936

CUSTOMER R.G.HASKINS CO.,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M FC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full 700 PIECES PER HOUR

(AS PER COPY)

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG.NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process 150  
Stripping — White Border — Full Face 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

2. Photograph "B"

- Straighten up photograph as indicated.
- In the top center, remove the edge of gear.
- Emphasis should be on the form (shell) which is being worked on.
- The holes made by toppler must be clear and distinct.
- The cradle on which work rests should be left in the picture.
- Some shavings should be left.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 5  
H C 1 1/2  
L C 9 3/4



RETURN PHOTO YES NO  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. ✓6A-H169 ORDER NO. 58586 DATE 1-23-1936

CUSTOMER BREEN HOTEL,  
ST. CLOUD, MINN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½M PC SIZE 3½ x 5½

STYLE PHOTO COLORIT, ~~XXXXXX~~  
FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full BREEN HOTEL, ST. CLOUD, MINN.  
(AS PER COPY)

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

*make DK. blue impression*

PHOTO RETURNED

TO

PHOTO USED FOR

*Copy No. 1*  
*7.00*

*8 BJK-1876*



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H170 ORDER NO. 58599 DATE 1-24-1936

CUSTOMER GALUSHA STOVE COMPANY  
ROCHESTER, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M FC GROUP (2) SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full GALUSHA STOVE COMPANY  
ROCHESTER, NEW YORK

FRONT NO. NONE (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

SEE SKETCH ATTACHED. HAVE FIVE COLOR COMBINATIONS  
SHOW INSTEAD OF THREE AS NOW SHOWN. ~~THE EXISTING~~  
ALL HANDLES IN BOTH STOVES ARE TO BE AS ON STOVE  
ON LEFT OF SKETCH. BLOCK OUT THE WHITE SPOT ON LEFT  
SIDE OF STOVE Z16 IN THE BLACK AT TOP.  
CHANGE LEGS ON STOVE AT LEFT IN SKETCH TO  
SHAPE OF LEGS IN EXTRA PHOTO ATTACHED. *as per sample*  
SUBMIT RETOUCED PHOTOS TO CUSTOMER.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print, Handcolor, Black & White Proof. Titles—Red, Blue.

COLOR CHART AT TOP OF POST CARD: COLOR DESCRIPTION  
1ST COLOR COMBINATION TO BE GRAY & WHITE, SECOND GREEN & IVORY, THIRD ALL ~~THE~~ IVORY, FOURTH  
BUFF & IVORY AND FIFTH ALL WHITE  
STOVE AT LEFT SHOULD HAVE PANEL BACK AND HIGH SHELF IVORY, BRACKETS GREEN. ALL THE REST GREEN

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

C-2

*make red impression*



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. <sup>✓</sup>6A-H171

ORDER NO. 63906

DATE

7-28-1936

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THE COSMOPOLITAN HOTEL,  
DENVER, COLO.

12<sup>M</sup> FC

SIZE 3<sup>1</sup>/<sub>2</sub> x 5<sup>1</sup>/<sub>2</sub>

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

THE COSMOPOLITAN HOTEL, DENVER, COLO.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE ROUGH SKETCH ATTACHED. CLOUD EFFECTS &  
MOUNTAINS IN BACKGROUND ARE TO BE BROUGHT OUT  
MUCH BETTER THAN SHOWN ON THIS SKETCH.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

5x7  
3<sup>1</sup>/<sub>2</sub>  
12  
12  
6-1/2



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H172 ORDER NO. 63914 DATE 7-28-1936

CUSTOMER MEAD CONSTRUCTION COMPANY  
MIAMI BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M FC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full "THE SHOREMEDE" ON THE OCEAN AT 35TH  
STREET, MIAMI BEACH, FLORIDA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SUBMIT RETOUCED PHOTO TO CUSTOMER.

PHOTO LITHO  
Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION  
BUILDING PROPER #14. TILE ROOFS #32. UMBRELLAS ON THE BEACH #16 & 6. GRASS #21. PALM FRONDS (THAT  
IS LEAVES) #29. PALM TRUNKS #19. FLOWERS #1, 2, & WHITE. SEA #25. (TH SEA IS NOT EXACTLY #25, -  
IT IS A GREENISH BLUE, BUT MUCH LIGHTER - POSSIBLY YOU CAN LIGHTEN THIS COLOR SOME).  
RAILINGS & PILLARS (THESE ARE STONE) #18..

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 7  
HE 1/4  
A 1 1/2  
G 1/2?

NO

YES

RETURN PHOTO

7



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H173

ORDER NO. 58597 DATE 1-24-1936

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER

SCARROON MANOR HOTEL CORP  
SCHROON LAKE, N. Y.

3 7/8 x 3 3/16

Photos for  
this Customer

6 M VIEWS

SIZE 4 x 3 5/8

STYLE ART COLORTONE, FULL FACE ON

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

PARTIAL PANORAMA, SCARROON MANOR,  
ON SCHROON LAKE, N.Y.

(ETC. AS PER COPY)

RETOUCHING DEPARTMENT

Submit ☒ Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

USE PHOTO NO. 5A-H1349.

Reduction made from  
Post card plates

FRONT NO.

NONE

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

(All of this on address)

THREE SIDES

R. M.

Yes

No

No. on front

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Photo in 6A-H-393

Very Rush

24-2-20

PHOTO RETURNED

TO

PHOTO USED FOR

NO

YES

RETURN PHOTO

see general  
layout

Layout 2



report

288 1 3/4  
A 10

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 6A-H174 ✓

ORDER NO. 59106

DATE 1-25-1936

6 M ART DOCTONEPOST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) MT. EQUINOX, MANCHESTER, VT. GREEN MTS. IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4' FROM RIGHT EDGE  
IN UPPER BORDER-1

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL. PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

1-25-1936

see 1/2  
A-10

upper

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 6A-H175 ✓

ORDER NO. 59106

DATE 1-25-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) MT. AEOLUS, MANCHESTER,  
VT. GREEN MTS.

PRIVATE NO. 3-4" FROM RIGHT EDGE  
IN UPPER BORDER-2

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TEICH & CO. INC.

M



200134  
A11

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 6A<sup>4</sup>H176 ✓

ORDER NO. 59106

DATE 1-25-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER

TITLE (IN FULL) VALLEY FROM PROSPECT  
ROCK, MANCHESTER, VT, GREEN MTS.

PRIVATE NO. 3-4' FROM RIGHT EDGE  
IN UPPER BORDER-3

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

6 M

721 1/2  
18 3/4

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 6A-H177 ✓

ORDER NO. 59166

DATE 1-25-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) STREET SCENE, MANCHESTER, VT. GREEN MTS.

IMPRINT SAME AS ABOVE

PRIVATE NO 3-4'' FROM RIGHT EDGE IN  
UPPER BORDER-4

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 6A-H178 ✓

ORDER NO. 59106

DATE 1-25-1936

6 MART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M

NO

TITLE (IN FULL) THE LONG SEVENTH EQUANO,  
MANCHESTER, VT. GREEN MTS.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4' FROM RIGHT EDGE  
IN UPPER BORDER-5

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

Roe

2861 1/2  
A9

2 1/2

reprints

C. W. HUGHES & CO. INC.,  
MECHANICVILLE, N. Y.

179 ✓  
NO. ~~6A-H-75~~  
ORDER NO. 59106  
DATE 1-25-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) PERU MT, MANCHESTER, VT.  
GREEN MTS.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4'' FROM RIGHT EDGE  
IN UPPER BORDER-6

COLOR DESCRIPTION

Photo - 7AH2657

SUBMIT: RET. PHOTO B. I. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER ✓

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

11 M



C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 6A-H180 ✓

ORDER NO. 59106

DATE 1-25-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WORTHY INN, MANCHESTER,  
VT. GREEN MTS.

PRIVATE NO. 3-4" FROM RIGHT EDGE  
IN UPPER BORDER-7

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

*Bldg. white, blinds green, background sep. black*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 6A-H101 ✓

ORDER NO. 59006

DATE 1-25-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) MUNSON'S FALLS, MANCHESTER,  
VT. GREEN MTS.

IMPRINT

SAME AS ABOVE

PRIVATE NO. 3-4" FROM RIGHT EDGE  
IN UPPER BORDER-8

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 6A-H182 ✓

ORDER NO. 59106

DATE 1-25-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) EQUINOX HOUSE,  
MANCHESTER, VT. GREEN MTS.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4'' FROM RIGHT EDGE  
IN UPPER BORDER - 9

COLOR DESCRIPTION

*Bldeg. white, Birds green*

SUBMIT: RET. PHOTO B. I., & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

RETURN PHOTO	YES	NO
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100		

Photos for  
this Customer

STYLEART COLORTONE.

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

OLD MADRID CAFE, DETROIT, MICH

see enclosed

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

NEG. NO.

\_\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
 \_\_\_\_\_ Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
 Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
 See Salesman, Customer, or Sample for Position, Office  
 DELIVER \_\_\_\_\_ Straighten Photo

Negative — Line — Halftone — Combination.	120
Dry — Wet — Pancromatic — Color Separation	135
Transfer — Paper Process — New Process.	150
Stripping — White Border — Full Face.	175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.	

### COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

Ret 7  
H C 2  
L A. 13



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-M184

ORDER NO. 58607

DATE 1-27-1936

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER WIGWAM CAMP,  
HORSE CAVE, KY.

12 1/2 M

PC

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: WIGWAM CAMP

BOT: 3 MILES EAST OF HORSE CAVE, KY. ON 31-E

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

*See colored photo - Pumps are cream & black*

*3 photos ret  
5/12/36*

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

*Let W. A.  
1.50  
JCH*



PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

CUSTOMER

DIAL NO. 6A-H185 ORDER NO. 59145 DATE 1-30-36

CUSTOMER THE AUGUSTINE COMPANY  
GRAND ISLAND, NEBR.

DEPT. RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC GROUP (2) SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full RED TOP CABIN CAMP (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

SEE LAYOUT ATTACHED. CORRECTIONS: HAVE COVER  
REMOVED FROM CHIMNEY AS MARKED. CLOSE LARGE DOOR  
IN CENTER BLDG. THE GROUND IN FRONT OF THE CABINS  
IS A DRIVEWAY AND SHOULD BE SAME COLOR AS IN  
FRONT OF MAIN BLDGS.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ALL WINDOWS ARE RED FRAMES AND GREEN SASHES, DOORS ARE CREAM WITH RED PANELS AND FRAMES, AND  
THE CABINS ARE RED TRIM AND CREAM WHITE.

Make red impression

PHOTO RETURNED

TO

PHOTO USED FOR

L. C. 1  
H. C. 3  
H. C. 1 1/4  
L. C. 11



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H186 ORDER NO. 59140 DATE 1-30-1936

CUSTOMER THE GOODIE SHOP,  
CANANDAIGUA, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE  
BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full GOODIE SHOP, ~~XXXXXXXX~~-CANANDAIGUA,  
N. Y. — JAMES MIRRAS, PROP.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SUBMIT SKETCH TO CUSTOMER.

SEE INSTRUCTIONS ATTACHED TO 6A-H187

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED TO 6A-H187

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 6  
we 2  
12½

Printed

5



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. 6A-H187 ORDER NO. 59141 DATE 1-30-1936

CUSTOMER ROCHESTER SHOW CASE WORKS,  
ROCHESTER, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full GOODIE SHOP, CANANDAIGUA, N. Y.

JAMES MERRAS, PROP.

See Layout

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE INSTRUCTIONS ATTACHED.

FRONT NO. 5

R. M. Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Proof out  
x/1

7  
5  
3



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. 6A-H188 ORDER NO. 59136 DATE 1-30-1936

CUSTOMER WM. TAYLOR HOTEL,  
SAN FRANCISCO, CALIF.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE  
FORDLR

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BOT: WILLIAM TAYLOR HOTEL - SAN  
FRANCISCO

IN SKY: TALLEST HOTEL IN THE WEST

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

USE PHOTO NO. 1A2298. REMOVE OLD FASHIONED  
AUTOS AND SHOW NEW MODERN TYPE CARS.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

COLOR EXACTLY THE SAME AS 1A2298.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

650  
Jep

HC 1/2  
A 9  
C- 1/2

5

X

25 1/2  
A10

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 6A-M189 ✓

ORDER NO. 59133

DATE 1-30-1936

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER,

FRONT NO. 11 R. M. NO

TITLE (IN FULL) HOME OF SHIRLEY TEMPLE

IMPRINT SAME AS ABOVE

Small Type -- Century Fox Photo

PRIVATE NO. BEFORE TITLE-810

COLOR DESCRIPTION

SEE ENCLOSED TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



Hel  
A82

NO. 6A-M190 ✓

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

ORDER NO. 59133

DATE 1-30-1936

121 M ART COLORTONE POST CARDS WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.	FRONT NO. 11 R. M. NO
TITLE (IN FULL) RESIDENCE OF FREDERIC	IMPRINT SAME AS ABOVE
MARCH, BEL-AIR, CALIFORNIA	
PRIVATE NO. BEFORE TITLE-852	
COLOR DESCRIPTION	
SEE ENCLOSED TISSUE ATTACHED.	

SUBMIT: RET. PHOTO B. I. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

WE SET UP

DEADLINE

2012  
A9 3/4

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 6A-H191 ✓

ORDER NO. 59133

DATE 1-30-1936

25 M ART COLORTONE POST CARDS WHITE BORDER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 11	R. M. NO
TITLE (IN FULL) WILSHIRE BOULEVARD THROUGH WESTLAKE PARK, LOS ANGELES, CALIFORNIA		IMPRINT	SAME AS ABOVE
PRIVATE NO. BEFORE TITLE-198			

COLOR DESCRIPTION

SEE ENCLOSED TISSUE ATTACHED.

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.—	CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO			
PHOTO TICKET			

TYPE OUT UP

DEADLINE

14



200 1/2  
A834

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 6A-H192 ✓  
ORDER NO. 59133

DATE 1-30-1936

25 M ART COLORTONE POST CARDS WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE (UPPER) LOWER. CENTER - BORDER.	FRONT NO. R. M
TITLE (IN FULL)	IMPRINT 11 NO
RESIDENCE OF CLAUDETTE COLBERT, HOLMBY HILLS, C ALIFORNIA	SAME AS ABOVE
PRIVATE NO. BEFORE TITLE-851	
COLOR DESCRIPTION	

SET ENCLOSED TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H193 ORDER NO. 59134 DATE 1-20-1936

CUSTOMER MARKEN & BIELEFELD, INC.  
FREDERICK, MD.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE, WHITE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. *Marken* *Blue* *R. M.* *Yes* *No*  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: *Customer* *C. T. & Co.* No Imprint

*plate no on front*

RETOUCHING DEPARTMENT

*Submit* Sketch — Layout — *Retouched Photo* — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Lower flag pole so that flying flag comes within  
the height of the card. Lighten up some of the  
dark portion of the first floor. Bring out sign  
on right of picture reading "Welcome - Free Museum"  
Remove pennants from left corner of porch. Driveway  
in front of building is of crushed stone.  
Remove Wires.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Driveway very light in color. All oilcloth curtains on dark green; roof slate.  
Building is unpainted red brick

NO

YES

RETURN PHOTO

*Photo ret  
10/24/36*

PHOTO RETURNED

TO

PHOTO USED FOR

*2.3.1936*  
*4.00*  
*JCB*

*5*



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H194

ORDER NO. 59156

DATE 1-30-1936

CUSTOMER MISS RUBY R. ROBINSON,  
WACO, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full "OLD MAN TEXAS" (ETC. AS PER COPY)

*Handwritten: 1/2*

FRONT NO. 5

(All of this on address side)

R. M. No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

~~Submit~~ Sketch ~~Layout~~ Retouched Photo — Wash Drawing

Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE  
DEADLINE

5

O. A. ZUMVALT,  
COLUMBUS, TEXAS

NO. 6A-H 195 ✓

ORDER NO. 60318

DATE 4-14-1936

<u>1</u> <sup>M</sup> <u>BLUESKY POST CARDS</u> <u>PHOTO FINISH</u>	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. <u>2</u> R. M. <u>NO</u>
TITLE (IN FULL) WOOTEN RANCH, COLUMBUS, TEXAS	IMPRINT NONE
COLOR DESCRIPTION	

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.—      CUSTOMER

<sup>X</sup>  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



E. A. BISHOP,  
RACINE, WISCONSIN

NO. 6A-H196 ✓

ORDER NO. 58622

DATE 1-30-1936

12½ M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER

TITLE (IN FULL) MADISON AND THE WISCONSIN  
STATE CAPITOL, MADISON, WISCONSIN

FROM LAKE MONONA

© E. A. BISHOP

Private no before title - 1807

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. ~~YES~~ NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT RE-TOUCHED PHOTO TO CUSTOMER. USE PHOTO NO. 5A-H2685

SUBMIT: PET  
PHOTO PF

TO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

C. T. & Co.

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

DEADLINE

210134  
A122

BALBOA PHARMACY  
BALBOA, CALIFORNIA

NO. 6A-H197 ✓

ORDER NO. 59176

DATE 1-30-1936

12 1/2 M ART COLORTONE POST CARDS (ALL OF THIS ON THE PICTURE SIDE)		WHITE BORDER (ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> LOWER, CENTER - BORDER.		FRONT NO. 2	R. M NO
TITLE (IN FULL) BEACH SCENE, BALBOA, CALIFORNIA		IMPRINT NONE	

COLOR DESCRIPTION

SEE ENCLOSED TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



*on sheet*

*340 1 1/2  
A8 3/4*

BALBOA PHARMACY  
BALBOA, CALIFORNIA

NO. 6A-H198 ✓

ORDER NO 59176

DATE 1-30-1936

121 M ART COLORTONE POST CARDS WHITE BORDER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER,		FRONT NO. 2	R. M. NO
TITLE (IN FULL) YACHTING, BALBOA, CALIFORNIA		IMPRINT	NONE
Small Type - Ray Chapin Photo			

COLOR DESCRIPTION

SEE ENCLOSED TISSUE ATTACHED

*PHOTO NO. - 10267*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

280 1 1/2  
A9 1/2

BALBOA PHARMACY  
BALBOA, CALIFORNIA

NO. 6A-H199 ✓  
ORDER NO. 59176

DATE 1-30-1936

121 M ART COLOORTONE POST CARDS WHITE BORDER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: <u>UPPER</u> LOWER. CENTER. BORDER.		FRONT NO. 2	R. M. NO
TITLE (IN FULL) SUNSET ON THE BAY, BALBOA, CALIFORNIA		IMPRINT	NONE
Small Type - Sawyer Photo			

COLOR DESCRIPTION

SEE ENCLOSED TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. Yes  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



BALBOA PHARMACY  
BALBOA, CALIFORNIA

NO. 6A-H200 ✓

ORDER NO. 59176

DATE 1-30-1936

12 1/2 M

ART COLORTONE POST CARDS  
(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER.

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

IMPRINT

NONE

TITLE (IN FULL)

SHOWING BALBOA AND BALBOA ISLAND -  
OCEAN AND BAY - BALBOA, CALIFORNIA

Small Type - Spence Airplane Photo

COLOR DESCRIPTION

SEE ENCLOSED TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DELETED

8

xe14  
A834

NO. 6A-H201

BALBOA PHARMACY  
BALBOA, CALIFORNIA

ORDER NO. 59176

DATE 1-30-1936

121 M ART COLORTONE POST CARDS WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE <u>UPPER</u> LOWER. CENTER - BORDER.	FRONT NO. 2 R. M. NO
TITLE (IN FULL) SPEED BOATING, BALBOA, CALIFORNIA	IMPRINT NONE

COLOR DESCRIPTION

SEE ENCLOSED TISSUE ATTACHED.

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO. YES
PHOTO PROPERTY OF C. T. & CO.—	CUSTOMER X		
CURT TEICH & COMPANY, INC., CHICAGO			
PHOTO TICKET			

~~DEADLINE~~

2



26 1/2  
A8 3/4

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 6A-H202

ORDER NO. 59173

DATE 1-30-1936

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M NO

TITLE (IN FULL) THE BIG RANGE AS SEEN FROM  
THE NEWCOMB ROAD, ADIRONDACK MOUNTAINS,  
N.Y.

IMPRINT SAME AS ABOVE

IN SKY-MT. MCINTYRE & MT. MARCY  
PRIVATE NO. 3/4" FROM RIGHT EDGE IN UPPER

BORDER-241  
COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

M

280 1/2  
A-8

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 6A-H203 ✓

ORDER NO. 59171

DATE 1-30-1936

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL) CAVE ISLAND, BURLINGTON,  
VERMONT

PRIVATE NO. 3/4" FROM RIGHT EDGE IN UPPER  
BORDER-85B

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

Use photo 0A4285

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



20 1/2  
A 11 1/2

7

W. J. HARRIS COI., INC.,  
ST. AUGUSTINE, FLA.

NO. 6A-H204

ORDER NO. 58626

DATE 1-30-1936

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M YES

TITLE (IN FULL) TOP-RIGHT ALHAMBRA HOTEL  
NOTED FOR THEIR SPANISH AND MOORISH  
ARCHITECTURE

IMPRINT SAME AS ABOVE

BOT-BIRD'S-EYE VIEW OF  
ALCAZAR AND CORDOVA HOTELS FROM THE PONCE  
DE LEON, ST. AUGUSTINE, FLA.

COLOR DESCRIPTION

USE. PHOTO NO. 38699 COLORS SAME AS CARD NO. 38699

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

20 1/2  
A 11 1/2

7



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H2C5 ORDER NO. 59181 DATE 1-30-1936

CUSTOMER PENSACOLA BRIDGE CORP.  
PENSACOLA, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25M PC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE  
BORDER

PLACE OF TITLE Upper, Lower, Center Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP: PENSACOLA BEACH, FLA. AND CASINO  
BOT: "AMERICA'S WAIKIKI"

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

Casino Building, cream; around the windows bright orange and blue. Roof brick-red tile. Steps leading down to beach orange and blue. Bulkhead orange. Beach shelters blue and orange stripes. At the right of picture between bulkhead and fence shown in background, green. Sands very white (this is important as this is one of the biggest attractions and is largely advertised.) Back of beach dark places shown on dunes, green. Water emerald green closeup verging into turquoise blue into distance. Behind dunes, the dark stretch is water of Santa Rosa Sound and should be shown as emerald green. Sky, somewhat as shown on enclosed sample. Customer would also like some color shown on figures of bathers on beach. In the center of Building is awning which should be colored orange and blue. This awning is the lighter space shown above the dark space shown in center of picture.

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO

YES

NO

1 1/2  
9 3/4  
6 1/2

to - job

3/17

204

6

Off 3-2



281 1/2  
A9

PENNSYLVANIC BEAUTY VIEWS.,  
WALMER, BOX 224,  
HARRISBURG, PA.

NO. 6A-H206 ✓

ORDER NO. 59189

DATE 1-31-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. ~~NO~~ YES

TITLE (IN FULL) LINCOLN HIGHWAY CROSSING  
LAUREL RIDGE MOUNTAINS BETWEEN  
JENNERSTOWN AND GREENSBURG, PA.

IMPRINT SAME AS ABOVE

Private no upper right - 41

COLOR DESCRIPTION

LIGHT CEMENT ROAD, WHITE FENCE. BLDGS BROWN, LIGHT  
TRIM, SLATE ROOF, SHOW MOUNTAINS CLEAR AND GREEN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. •  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

90.

PENNSYLVANIA BEAUTY VIEWS,  
WALMER, BOX 224,  
HARRISBURG, PA.

NO. 6A-M207 ✓

ORDER NO. 59189

DATE 1-31-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

~~NO~~ YES

TITLE (IN FULL) LOOKING EAST FROM LAUREL  
RIDGE MOUNTAINS ON LINCOLN  
HIGHWAY BETWEEN JENNERSTOWN AND  
LIGONIER, PA.

IMPRINT SAME AS ABOVE

Private no. upper right - 34

COLOR DESCRIPTION

LIGHT CEMENT ROAD, WHITE FENCE, SHOW REAR MTS. CLEAR  
& GREEN. REMOVE EDGE OF SIGN AT RIGHT, ALSO SIGN ON TREE AT LEFT  
OF ROAD, ALSO SIGNBOARD TO LEFT OF TREE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE NOT UP

3/4

12



see 1 1/2  
A10

OTTO ULBRICH CO.,  
BUFFALO, N. Y.

NO. 6A-H208

ORDER NO. 58653

DATE 2-6-1936

M.O. 3

25 M ART COLORTONE PHOTO CARDS, WHITE BORDER

M.O.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) HIS MAJESTY KING EDWARD  
VIII AS PRINCE OF WALES DEDICATING

IMPRINT SAME AS ABOVE

BOT. THE PEACE BRIDGE AT BUFFALO, N. Y.

PUT IN STAMP SPACE "PLACE STAMP HERE"

AUGUST 7, 1927

Made in U.S.A.

COLOR DESCRIPTION

CUT PICTURE AS SHOWN. MAKE VERTICAL VIEW. REMOVE POLE FROM PICTURE. MOVE MICROPHONE TO POSITION OF POLE, NEARER TO KING. COLOR MICROPHONE BRONZE. BLUR FIGURES IN BACKGROUND SO THAT THEY WILL NOT APPEAR PROMINANTLY IN FINISHED CARD. SHOW FRINGE OF GREEN & WHITE AWNING AS IN PHOTO. RAIL IN FRONT IS COVERED WITH WHITE CLOTH. SHOW GREEN LEAVES AND VARICOLORED FLOWERS IN FOREGROUND. SUIT OF KING'S OXFORD GRAY. GREY STRIPED TROUSERS, NECKTIE BLACK AND WHITE. HAIR LIGHT BROWN, EYES BLUE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

KUSH

6

01 0-2-25



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. 6A-H209

ORDER NO. 5920

DATE 2-1-1936

CUSTOMER BARDON AND PRICE  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE

PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer G. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  $\frac{1}{2}$  120  
Dry — Wet — Pancromatic — Color Separation  $\frac{1}{2}$  133  
Transfer — Paper Process — New Process.  $\frac{1}{2}$  150  
Stripping — White Border — Full Face.  $\frac{1}{2}$  175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

RETURN PHOTO

YES

NO

5  
2 1/4  
12 3/4  
C 1/2

PHOTO RETURNED

TO

PHOTO USED FOR



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H210 ORDER NO. 59221 DATE 2-1-1936

CUSTOMER GREENPOINT METALLIC BED CO.,  
BROOKLYN, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC

SIZE 3½ x 5½

STYLE ART COLOR ONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE SECRET OF REST IS "VITAREST"

(ETC. AS PER COPY)

FRONT NO. ~~xs~~ BLANK (all of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

RETURN PHOTO

YES

NO

Make DR Blue impression  
Make Red impression

PHOTO RETURNED

TO

PHOTO USED FOR

1 - 1½ Split job  
13 - 1½ " "

3

2

4 1½  
4 9½  
6 3¼

13

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 6A-H211 ✓

ORDER NO. 59205

DATE 2-3-1936

6 MART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) BIRD'S-EYE VIEW OF BRANT  
LAKE SHOWING PALISADES HOTEL,  
ADIRONDACK MTS, N.Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4' FROM RIGHT EDGE  
IN UPPER BORDER-300

COLOR DESCRIPTION

~~60177~~ NO. 60177 COLOR SAME AS 60177

*use photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

PHOTO NOT UP

M



3

HC 12  
A8<sup>3</sup>

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 6A-H212 ✓

ORDER NO. 59205

DATE 2-3-1936

6 MART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER

TITLE (IN FULL) T LAKE FALLS NEAR  
PISECO LAKE, ADIRONDACK MTS, N.Y.

PRIVATE NO. 3-4'' FROM RIGHT EDGE  
IN UPPER BORDER-242SP

1

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 11P

1

M

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 6A-H213 ✓

ORDER NO. 59207

DATE 2-3-1936

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) LOWER CASCADE LAKE IN THE ADIRONDACKS, BETWEEN LAKE PLACID AND KEENE, N. Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4' FROM RIGHT EDGE  
IN UPPER BORDER-187AD

COLOR DESCRIPTION

USE ~~CARD~~ <sup>PHOTO</sup> NO. 4814-29 COLOR SAME AS 4814-29

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 6A-H214 ✓

ORDER NO. 59207

DATE 2-5-1936

12M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP-LOWER AUSABLE LAKE,  
KEENE VALLEY, IN THE ADIRONDACKS,  
N.Y.

XXXX IN SKY-INDIAN HEAD  
MT. COLVIN PART OF SAWTOOTH MT.  
PRIVATE NO. 3-4" FROM RIGHT EDGE  
IN UPPER BORDER-63AD

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

photo in 584 1284

SEE CARD NO. 107080 COLOR SAME AS 107080

use photo

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co. - X

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. 6A-H215 ORDER NO. 59218 DATE 2-191936

CUSTOMER WESLEY ANDREWS CO.,  
PORTLAND, ORE.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC SIZE 3 1/2 x 5 1/2

STYLE ART CCLORTONE, WHITE KODAK  
BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full OATES BATHS, SEASIDE, OREGON

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
C. T. IN CENTER & SAME AS ABOVE AT LEFT

PRIVATE NO. BEFORE TITLE: 495

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

TAKE OUT SLIDE AT LEFT.

COLOR DESCRIPTION

CEILING CREAM. TRUSSES NILE GREEN. WALLS YELLOW. DOORS TAN. IRON ROBS AND RAILING BRIGHT  
RED. FOUNTAIN SHOWER GRAY. SALT WATER SEA GREEN. BLACK BORDER AROUND BASE OF BALCONY

*Photo sent for  
9/20/36  
1/1/37*

PHOTO RETURNED

TO

PHOTO USED FOR

*Jan*

*X*



280 1/2  
A9 3/4

D. P. C.

NO. 6A-H216 ✓

59232  
ORDER NO.

2-5-1936  
DATE

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL) FEDERAL GOVERNMENT

BUILDING, TEXAS CENTENNIAL EXPOSITION,  
DALLAS

PRIVATE NO. UPPER LEFT CORNER-C-7

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

Dallas Post Card Co, Dallas, Texas

COLOR DESCRIPTION

SEE ENCLOSED PHOTO. TAKE OUT BLACK SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF YES

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

2

200 1/2  
10 1/2

D.P.C.

NO. 6A-H217 ✓

ORDER NO. 59232

DATE 2-5-1936

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STATE OF TEXAS BUILDING,  
TEXAS CENTENNIAL EXPOSITION, DALLAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT ~~SAVE AS ABOVE~~  
Dallas Post Card Co., Dallas, Texas

PRIVATE NO. UPPER LEFT CORNER-C-8

COLOR DESCRIPTION

SEE ENCLOSED PHOTO. ADD SOME FOREGROUND.  
TAKE OUT DARK SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF **YES**

HANDCOL PROOF

RETURN PHOTO. **YES**

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER **X**

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Photo on  
D 4332  
Gal 05



D. P. C.

NO. 6A-H218 ✓

ORDER NO. 59232

DATE 2-5-1936

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE ESPLANADE OF STATE  
SHOWING TRANSPORTATION GROUP,  
TEXAS CENTENNIAL EXPOSITION,  
DALLAS

PRIVATE NO. UPPER LEFT CORNER-C-9

COLOR DESCRIPTION

SEE PHOTO ATTACHED. ADD FOREGROUND FOR PROPORTION.  
MAKE FLASHY NIGHT EFFECT.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT ~~SAME AS ABOVE~~

Dallas Post Card Co., Dallas, Texas

SUBMIT: RET. PHOTO

PHOTO PROPERTY OF T. & CO.

B. L. & W. PROOF YES

CUSTOMER X

HANDCOL PROOF

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

28 C 1 1/2  
A 9 1/2

D. P. C.

✓ NO. 6A-H219

ORDER NO. 59232

DATE 2-5-1936

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FINE ARTS MUSEUM, TEXAS  
CENTENNIAL EXPOSITION, DALLAS

PRIVATE NO. UPPER LEFT CORNER-C-11

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT ~~SAME AS ABOVE~~

*Dallas Post Card Co., Dallas, Texas*

COLOR DESCRIPTION

BODY, LIGHT CREAMSTONE, WINDOWS AND DOORS, BRONZE,  
BASE, PINK GRANITE. TAKE OUT BLACK SKY. ADD FOREGROUND (WATER &  
REFLECTION)

SUBMIT: RET. PHOTO

PHOTO PROPERTY OF C. T. & CO.

B. & W. PROOF

YES

CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2001 1/2  
A10

D. P. C.

NO. 6A-M220

ORDER NO. 59232

DATE 2-5-1936

25 MART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL) AQUARIUM, TEXAS CENTENNIAL  
EXPOSITION, DALLAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

AMPRINT SAME AS ABOVE  
*Dallas Post Card Co., Dallas, Texas*

PRIVATE NO. UPPER LEFT CORNER-C-12

COLOR DESCRIPTION

BODY, WHITE BRICK. WINDOWS AND DOORS, STRAW  
COLOR. OVER DOORS, LIGHT BUFF STONE, TAKE OUT DARK SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF YES

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TEICH & CO. CHICAGO

D. P. C.

NO. 6A-H221

ORDER NO. 59232

DATE 2-5-1936

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) MUSEUM OF NATURAL  
HISTORY, TEXAS CENTENNIAL  
EXPOSITION, DALLAS

IMPRINT SAME AS ABOVE  
Dallas Post Card Co., Dallas, Texas

PRIVATE NO. UPPER LEFT CORNER-C-13

COLOR DESCRIPTION

BODY, CREAM COLOR LIME STONE, WINDOWS AND DOORS  
ALUMINUM. TAKE OUT DARK SKY. ADD A FEW PEOPLE

SUBMIT: RET. PHOTO

B. L. & W. PROOF YES

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

14 - Springfield - 3  
6 - 3

26013  
A92

6



D. P. C.

NO. 6A-M222

ORDER NO. 59232

DATE 2-5-1936

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) HORTICULTURAL BUILDING,  
TEXAS CENTENNIAL EXPOSITION, DALLAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT *Dallas Post Card Co., Dallas, Texas*  
~~SAME AS ABOVE~~

PRIVATE NO. UPPER LEFT CORNER-C-14

COLOR DESCRIPTION

BODY, CREAM COLOR LIME STONE, FRONT ENTRANCE,  
BRONZE, WINDOWS AND DOORS, BLACKISH CREAM.

SUBMIT: RET. PHOTO

B. L. & W. PROOF YES

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

210134  
A12

D. P. C.

NO. 6A-H223 ✓

ORDER NO. 59232

DATE 2-5-1936

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES to come

TITLE (IN FULL) HALL OF RELIGION, TEXAS  
CENTENNIAL EXPOSITION, DALLAS

IMPRINT

SAME AS ABOVE

Dallas Post Card Co., Dallas, Texas

PRIVATE NO. UPPER LEFT CORNER-C-15

COLOR DESCRIPTION

BODY, WARM FRENCH IVORY. ENTRANCES HAVE NO DOORWAYS  
BUT REPRESENT A LABYRINTH, DARK BLUEISH PURPLE FOR DEPTH. TOWER,  
BODY FRENCH WARM IVORY, EMBELLISHMENTS RUST COLOR. BASE RUST ~~EMER~~  
GREEN EMBELLISHMENTS. FLAME ON TOP OF TOWER - RED. MAKE THIS NIGHT  
SCENE

SUBMIT: RET. PHOTO

PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF

CUSTOMER

YES

HANDCOL PROOF

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC. CHICAGO

PHOTO TICKET

TYPE 110 117

7



D. P. C.

NO. 6A-H224 ✓

ORDER NO. 59332

DATE 2-5-1936

25M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) NIGHT VIEW, FEDERAL  
GOVERNMENT BUILDING, TEXAS  
CENTENNIAL EXPOSITION, DALLAS

IMPRINT SAME AS ABOVE

Dallas Post Card Co., Dallas, Texas

PRIVATE NO. UPPER LEFT CORNER-C-18

COLOR DESCRIPTION

3AH651  
MAKE NIGHT SCENE LIKE CARD NO. XXXXXXXX ATTACHED.  
6A-H216

Use photo 6AH216

SUBMIT: RET. PHOTO

B. L. & W. PROOF

YES

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 112



D. P. C.

NO. 6A-H225 ✓

ORDER NO. 59232

DATE 2-5-1936

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) <sup>ALL</sup> ORIENTAL SECTION, STREETS  
OF NATIONS, TEXAS CENTENNIAL  
EXPOSITION, DALLAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT

~~SAME AS ABOVE~~

Dallas Post Card Co., Dallas, Texas

PRIVATE NO. UPPER LEFT CORNER-C-16

COLOR DESCRIPTION

CARRY OUT THE SAME COLOR SCHEME FOR THE ABOVE PICTURE AS IS  
REPRODUCED IN THE FOLDER COVER DESIGN OF THE ENTRANCE TO THE STREETS OF ALL  
NATIONS. NOS. 1,2, PLACE PERSIAN FLAG ON FLAG POLES, NOS. 3,4,5,6, PLACE  
INDIA FLAG ON FLAG POLES. NOS. 7,8,9, PLACE EGYPTIAN FLAG ON FLAG POL. BRING  
OUT AS NEAR AS POSSIBLE THE NATIONAL COLORS OF EACH OF THE COUNTRIES REPRESENTED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

YES

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP



8 1/2

D. P. C.

NO. 6A-H226

ORDER NO. 59232

DATE 2-5-1936

20 2 1/2  
A13

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER

FRONT NO. 1 R. M. YES

TITLE (IN FULL) MIDGET VILLAGE, TEXAS  
CENTENNIAL EXPOSITION, DALLAS

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER-C-17

COLOR DESCRIPTION

ADD FOREGROUND AND SKY-LINE FOR CORRECT DIMENSIONS. ROOFS ARE  
RED AND GREEN. TOWERS, NO. 1,2,3, ARE A PURPLE BLUE, TOWERS NOS. 4,5, ARE A RED  
WITH AN IVORY TRIMMING. TOWERS NOS. 6,7 ARE A LIGHT BLUE, TRIMMINGS ARE IVORY &  
RED. ON NO. 8, UPRIGHTS ARE IVORY AND INDENTATIONS ARE DARK RED. NO. 9, 10, 11,  
BODY IS IVORY AND TRIMMINGS DARK RED. WALLS ARE OF IVORY ON OUTSIDE AND INSIDE  
GREEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

YES

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

200 1 1/2  
A9

DALLAS POST CARDS  
DALLAS, TEXAS

✓ NO. 6A-H227  
ORDER NO. 59232  
DATE 2-27-1936

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER  
TITLE (IN FULL) NIGHT VIEW, STATE OF  
TEXAS BUILDING, TEXAS CENTENNIAL  
EXPOSITION, DALLAS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. YES  
IMPRINT D.P.C.

COLOR DESCRIPTION

USE PHOTO USED ON BACK OF FOLDER COVER NO. D-4332

SUBMIT: RET. PHOTO B. L. & W. PROOF Yes HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SLIP



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. ☒ 6A-H228 ORDER NO. 58670 DATE 2-6-1936

CUSTOMER RITA BARBER, ABILENE, TEX.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORD

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full RITA BARBER

(ETC. AS PER COPY)

RETOUCHING DEPARTMENT

Submit ☒ Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

THE ~~WORDS~~ <sup>THEY</sup> HAVE MADE THEIR WAY  
WORDS BY THE WAY THEY'RE MADE"

MUST BE LEGIBLE ON FINISHED CARD

FRONT NO. ☒ None

R. M.

entire front  
Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

1- B & W Photo 8x10

1- Color Photo 8x10 Ret 4/29/59 CD.

DEADLINE

PHOTO RETURNED

TO

PHOTO USED FOR



CUSTOMER

PHOTO PROPERTY OF C. T. &amp; CO.

YES

RETURN PHOTO

DIAL NO. 641229 ORDER NO. 58669 DATE 2/5/36

CUSTOMER WILSON LINE, INC.,  
CHESTNUT ST., WHARF,  
PHILADELPHIA, PA.DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M

SIZE 3 1/2 x 5 1/2

STYLE Art Colortone White Border

PLACE OF TITLE: Upper Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full NEW WILSON LINE STEAMER "CITY OF  
WASHINGTON" OPERATING ON POTOMAC RIVERFRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

## RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo — Wash DrawingFollow Layout BRING OUT NAME ON BOAT  
BLOCK OUT FIGURES IN FOREGROUND  
BRING OUT WILSON LINE

## PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

## COLOR DESCRIPTION

BOAT WHITE FLAG RED. STACK CANARY, TRIM BLACK ROOF OF PIER RED, COLUMNS GRAY.

PHOTO RETURNED

TO

PHOTO USED FOR



13  
1

107  
110  
115  
110

13  
1

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 6A-H230 ORDER NO. 58668 DATE 2-6-1936

CUSTOMER MIDLAND DISTILLERIES, INC.  
ST. LOUIS, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
SOUTHERN COMFORT

(ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Card, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

SEE SKETCH ATTACHED. THE BOTTLE SHOULD BE REPRODUCED  
LIKE SAMPLE BOTTLE WE HAVE, CUSTOMER DOESN'T LIKE THESE  
GLASSES, SO THERE SHOULD BE TWO GLASSES SHOWN ALONG  
SIDE OF THE BOTTLE, CHAMPAGNE COCKTAIL, STYLE OF GLASS AS PER  
CLIPPING ATTACHED, AND AN OLD FASHIONED GLASS AS  
DRAWN ON SKETCH FOR 6A-H231, ONLY LARGER OF COURSE.  
IT MAY BE NECESSARY TO MOVE THE BOTTLE TO THE  
LEFT OF THE CARD IN ORDER TO GET THESE TWO GLASSES  
IN THE PICTURE. THE LETTERING IN THE WORDS  
SOUTHERN COMFORT SHOULD BE THE SAME STYLE AS PER THE LABEL, ONLY IN A STRAIGHT LINE AS SHOWN  
ON SKETCH.

COLORS OF BOTTLE SHOULD BE THE SAME AS SAMPLE WE HAVE, LABELS, CAP, ETC.

PHOTO RETURNED TO PHOTO USED FOR



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 6A-H231 ORDER NO. 58668 DATE 2-6-1936

CUSTOMER MIDLAND DISTILLERIES, INC.  
ST. LOUIS, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
SOUTHERN COMFORT  
(ETC. AS PER LAYOUT)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED. THE BOTTLE IS OKEH IF IT  
IS A TRUE REPRODUCTION OF THE BOTTLE SENT YOU.  
THE CHAMPAGNE GLASS SHOULD BE SAUCER TYPE LIKE  
CARD 6A-H230. (CLIPPING ATTACHED.) OMIT THESE LACE  
DOILIES AND SHOW THE FOUR GLASSES IN SOLID  
BLACK SQUARES LIKE THE CLIPPING ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

THE BLACK BACKGROUND IS OKEH. THE MEDAL SHOULD BE A DEEPER YELLOW. THE BACKGROUND FOR THE  
EXX BALANCE OF THE CARD SHOULD BE BLENDED IN COLORS SIMILAR TO THE SAMPLE ENCLOSED (SMITH'S)

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

*very much*



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. **6A-H232** ORDER NO. 58665 DATE 2-5-1936

CUSTOMER MARINE HOTEL CO.,  
ATLANTIC CITY, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: (Upper, Lower, Center, Border) — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: THE HOLMHURST - ON BEAUTIFUL  
PENNSYLVANIA AVE. - OPEN ALL YEAR

BOT: SECOND HOTEL FROM THE BEACH - ATLANTIC  
CITY, NEW JERSEY

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED. PUT A LITTLE MORE  
LIFE INTO CARD: ~~XXXX~~ SHOW THE LOWER PORCH ON THE  
STREET FLOOR AT THE LEFT LESS PROMINENTLY, SUBDUCE  
THE WINDOWS, RAILING AND PILLARS. SHOW THIS LOWER  
PORCH ON THE LEFT THE SAME AS YOU HAVE SHOWN  
IT AT THE RIGHT.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PUT A LITTLE MORE LIFE INTO THE CARD: DEEPER BLUE IN THE SKY. EMPHASIZE THE GERANIUMS IN  
THE FLOWER BOXES.

VERY RUSH

PHOTO RETURNED

TO

PHOTO USED FOR



201 1/2  
194

2 1/2

ROBBINS-TILLQUIST CO.,  
SPOKANE, WASH.

NO. 6A-H233

ORDER NO. 58676

DATE 2-8-1936

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

TITLE (IN FULL) MT. OBERLIN FROM GOING-TO-  
THE-SUN HIGHWAY, GLACIER NATIONAL PARK,  
MONTANA

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

*Fin. 2-11-36*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

( TYPE SET UP

11



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

DIAL NO. 6A-H234 ORDER NO. 59253 DATE 2-10-1936

CUSTOMER FOOTE GEAR WORKS, INC.,  
CICERO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2M PC GROUP (3) SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

7 photos ret  
8/11/37

*[Handwritten signature]*

*[Handwritten X mark]*



CUSTOMER

PHOTO PROPERTY OF C. T. &amp; CO.

RETURN PHOTO

DIAL No. 6A-H235 ORDER NO. 59252 DATE 2-6-1936

CUSTOMER MANNY'S, INC.  
NEW YORK, N. Y.DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC GROUP (2) SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

E. T. Imprint

No imprint

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

USE OWN JUDGMENT FOR LAYOUT.

CROP ~~XXXXXX~~ INTERIOR VIEW AS MARKED.LEAVE LAMPPOST IN EXTERIOR PICTURE TO SHOW  
LOCATION

## PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black &amp; White Proof. Titles—Red, Blue.

EXTERIOR: BLDG. WHITE WITH GREEN AWNINGS. SIGN MANNY WOLF'S BLACK BACKGROUND WITH GOLD  
LETTERING. FLOWER BOXES GREEN WITH WHITE STRIPES. WORDING ON SIGN: BLACK BACKGROUND, GOLD  
LETTERS. LETTERING "MB" WHITE. SCREENS GREEN. POSTS IN BACK OF SCREENS.INTERIOR: BAR LIGHT MAHOGANY. WALLS & CEILING FRENCH CREAM GREY. ALL STRIPPING ON INSIDE OF  
WINDOW FRAME LIGHT RED. FRAME AROUND PICTURES OVER BAR LIGHT RED. PICTURES REGULAR PHOTOS,  
BLACK & WHITE. POLE IN CENTER OF ROOM SAME COLOR AS WALL WITH TWO SILVER BANDS AS SHOWN IN  
PHOTO. LIGHTS AROUND CEILING INDIRECT OF A GOLDEN YELLOW GLOW. THE OTHER INDIRECT LIGHT IN  
CIRCLE IS A PURE WHITE. CHAIRS LIGHT MAHOGANY TO MATCH BAR. SEATS BLACK LEATHER.

PHOTO RETURNED

TO

PHOTO USED FOR

13

7

2

corrected proof by 2/16/36



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 6A-H236 ORDER NO. 58664 DATE 2-6-1936

CUSTOMER MAILHOITS MARKET,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PG GROUP (2) EX SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

MAILHOITS MEAT MARKET

(ETC. AS PER COPY)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Res 5  
HC 2  
A-11.  
C- 3/4

6A-H236  
10-50

Very Rush

11

2162 1/2  
A16

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H237

ORDER NO. 59256

DATE 2-8-1936

612 ~~1000~~ ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) AERIAL VIEW OF SHREVEPORT,  
LA. HOME OF BARKSDALE FIELD "THE  
WORLD'S LARGEST AIRPORT"

IMPRINT NONE

BOT, SMALL TYPE- PHOTOGRAPHED BY  
U.S. ARMY AIR CORPS

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

RETURN PHOTO TO CHAMBER OF COMMERCE,  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



report 8

202 1/2  
A13

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO 6A-H238 ✓

ORDER NO. 59256

DATE 2-8-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AERIAL VIEW OF

BARKSDALE FIELD "THE WORLD'S  
LARGEST AIRPORT" AT SHREVEPORT, LA.

BOT, SMALL TYPE - PHOTOGRAPHER BY U.S.  
ARMY AIR CORPS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

RETURN PHOTO TO- CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

YES

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER X

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 81 UV

5/20/36

6  
5

3 1/2

20 1/2  
18 3/4

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H239 ✓

ORDER NO. 59256

DATE 2-8-1936

6 M ~~XXXX~~ ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER,

FRONT NO.

R. M.

NO

TITLE (IN FULL) THE COMMANDING OFFICERS

IMPRINT

NONE

RESIDENCE AT BARKSDALE FIELD, LA.

BOT, SMALL TYPE - PHOTOGRAPH BY  
U.S. ARMY AIR CORPS

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

RETURN PHOTO TO  
CHAMBER OF COMMERCE,  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

5/20/36

TYPE SET UP

5

11



20 1/2  
A8 3/4

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H240 ✓  
ORDER NO. 59256  
DATE 2-8-1936

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.	FRONT NO. 1	R. M.	NO
TITLE (IN FULL) ONE OF THE NON-COMMISSIONED OFFICERS HOMES LOCATED AT BARKSDALE FIELD, SHREVEPORT, LA. (DOUBLE UNIT)	PRINT NONE		
BOT, SMALL TYPE - PHOTOGRAPH BY U.S. ARMY AIR CORPS			

COLOR DESCRIPTION SEE TISSUE ATTACHED, RETURN PHOTO TO CHAMBER OF COMMERCE, SHREVEPORT, LA.

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO. YES
PHOTO PROPERTY OF C. T. & Co. —	CUSTOMER X		5/20/36
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			

TYPE SET UP

4/1

200 1/2  
A9

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H241 ✓

ORDER NO. 59256

DATE 2-8-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) 20TH PURSUIT GROUP

IMPRINT NONE

BARRACKS AT BARKSDALE FIELD, SHREVEPORT,  
LA.

BOT, SMALL TYPE - PHOTOGRAPH BY  
U.S. ARMY AIR CORPS

COLOR DESCRIPTION

SEX X

Colors as 6A-H240

RETURN PHOTO TO - CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

2/20/36

TYPE SET UP

57

7



5

200 1/2  
A9

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H242 ✓

ORDER N59256

DATE 2-8-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) HOSPITAL, BARKSDALE

IMPRINT NONE

FIELD, SHREVEPORT, LA.

BOT, SMALL TYPE- PHOTOGRAPH BY U.S.  
ARMY AIR CORPS

COLOR DESCRIPTION

Color as 6AH240

RETURN PHOTO TO CHAMBER OF  
COMMERCE, SHREVEPORT, LA.

YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.--

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

✓20/36

TYPE 501-12

7°

2001  
A8 1/2

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H243 ✓

ORDER NO. 59256

DATE 2-8-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

NO

TITLE (IN FULL) OFFICERS CLUB BUILDING

IMPRINT

NONE

AT BARKSDALE FIELD, LA.

BOT, SMALL TYPE - PHOTOGRAPH BY  
U.S. ARMY AIR CORPS

COLOR DESCRIPTION

COLOR SAME AS 6A-H239. MAKE SHRUBBERY DENSE AND  
SOME FLOWERS ALSO.

RETURN PHOTO TO CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

5/20/36



4 1/2

HE 1 3/4  
\$ 8 3/4

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6AM244 ✓

ORDER NO. 59256

DATE 2-8-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M

NO

TITLE (IN FULL) RR FIRE STATION AND  
GUARD HOUSE, BARKSDALE FIELD, LA.  
BOT. SMALL TYPE - PHOTOGRAPH BY  
U.S. ARMY AIR CORPS

IMPRINT NONE

COLOR DESCRIPTION

COLOR SAME AS 6A-H239.

RETURN PHOTO TO 'CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

5/20/36

TYPE SET UP

reprint 5 1/2

20 1/4  
A8 1/2

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H245 ✓

ORDER NO. 59256

DATE 2-8-1936

6 MART COLORTONE POST CARD WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. NO
TITLE (IN FULL) TWO OF THE 13 HANGARS AT BARKSDALE FIELD "THE WORLD'S LARGEST AIRPORT", <del>SHREVEPORT</del> SHREVEPORT, LA.		IMPRINT NONE	
BOT, SMALL TYPE- PHOTOGRAPH BY U.S. ARMY AIR CORPS			

COLOR DESCRIPTION SEE TISSUE ATTACHED. RETURN PHOTO TO:  
CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO	B. I., & W. PROOF	HANDCOL PROOF	RETURN PHOTO. YES
PHOTO PROPERTY OF C. T. & CO.—	CUSTOMER X		5/20/36

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

5  
2



200 1 1/2  
49

my 6/2  
6 1/2

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H246 ✓  
ORDER NO. 59256  
DATE 2-8-1936

6 MAXIM ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL) ~~SQUAD OF THIRD ATTACK~~

~~GROUP IN FLIGHT FORMATION OVER  
BARKSDALE FIELD, LA.~~

PURSUIT PLANES IN FLIGHT FORMATION OVER  
BARKSDALE FIELD, SHREVEPORT, LA.

BOT, SMALL TYPE - PHOTOGRAPH BY U.S. ARMY AIR CORPS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

Yes

Wake over

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

RETURN PHOTO TO - CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

4 2/20/36

DEADLINE

X

5

20 1 1/2  
19 3/4

62

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H2 47 ✓

ORDER NO. 59256

DATE 2-3-1936

6<sup>M</sup> ART COLORTONE POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) PARACHUTE JUMPING OVER

IMPRINT NONE

BARKSDALE FIELD, LA.

BOT. SMALL TYPE - PHOTOGRAPH BY U.S.  
ARMY AIR CORPS

COLOR DESCRIPTION

SEE TISSUE ATTACHED. RETURN PHOTO TO-  
CHAMBER OF COMMERCE  
SHREVEPORT, LA.

YES

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. -

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

5/20/36

TYPE SET UP



*John*  
*HC 14*  
*A-82*

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H248 ✓  
ORDER NO. 59256  
DATE 2-3-1936

6 MART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. NO
TITLE (IN FULL) "READY, LET'S GO."		IMPRINT	NONE
BARKSDALE FIELD PARACHUTE JUMPING PRACTICE, LA.			
BOT, SMALL TYPE - PHOTOGRAPH BY U.S. ARMY AIR CORPS.			

COLOR DESCRIPTION

SEE TISSUE ATTACHED. SILVER COLOR PLANE.  
RETURN PHOTO TO - CHAMBER OF COMMERCE,  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. -	CUSTOMER		

CURT TEICH & COMPANY. INC., CHICAGO  
PHOTO TICKET

*5/20/36*

TYPE SET UP

2/8/4  
A 8 1/2

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H249 ✓

ORDER NO. 59256

DATE 2-8-1936

6 M ART COLORONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) ATTACK GROUP PLANES

IMPRINT NONE

LAYING DOWN A SMOKE SCREEN AT  
BARKSDALE FIELD, SHREVEPORT, LA.  
BOT, SMALL TYPE - PHOTOGRAPH BY U.S.  
ARMY AIR CORPS

COLOR DESCRIPTION

SMOKE SCREEN - USE BEST JUDGMENT IN COLOR EFFECT.

RETURN PHOTO TO CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO B. L. & W. PROOF ☒ HANDCOL PROOF RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

2/20/36

TYPE SET UP



5 1/2

280 1/2  
19

NO. 6A-M250 ✓

ORDER NO. 59256

DATE 2-8-1936

SHREVEPORT NEWS AGENCY  
SHREVEPORT, LA.

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER

FRONT NO. 1 R. M. NO

TITLE (IN FULL) NEW TYPE OF ATTACK

IMPRINT NONE

PLANE USED AT BARRSDALE FIELD,  
LA.

BOT, SMALL TYPE- PHOTOGRAPH BY  
U. S. ARMY AIR CORPS

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

RETURN PHOTO TO-CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO.-

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

5/20/36

TYPE SET UP

5

3 1/2

NRK  
A8 3/4

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H251 ✓

ORDER NO. 59256

DATE 2-9-1936

6M ART COLOR ONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) BROADMOOR GOLF CLUB

IMPRINT XXX NONE

HOUSE AND SWIMMING POOL,  
SHREVEPORT, LA.

BOT. SMALL TYPE - PHOTO BY GRABILL'S  
COURTESY SHREVEPORT CHAMBER OF COMMERCE

COLOR DESCRIPTION

SEE TISSUE ATTACHED. RETURN PHOTO TO-CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

5/20/36

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

12



*replied* 7

*200 1/2*  
*A9*

NO. 6A-H252 ✓  
ORDER NO. 59256  
DATE 2-9-1936

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. 1	R. M NO
TITLE (IN FULL) KINGSHIGHWAY CHRISTIAN		IMPRINT NONE	
CHURCH, SHREVEPORT, LA.			

COLOR DESCRIPTION

SEE TISSUE ATTACHED. BRICK NO. 17, ROOF 23-32.

RETURN PHOTO TO-CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO. YES
PHOTO PROPERTY OF C. T. & Co.—	CUSTOMER X		2/20/36
CURT TEICH & COMPANY, INC., CHICAGO			
PHOTO TICKET			

THE GET UP

7

NO. 6A-11253 ✓

ORDER No 59256

DATE 2-8-1936

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

200 1 1/2  
A9

6 M ART COLOR ONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M NO

TITLE (IN FULL) ST. JOHNS CATHOLIC

IMPRINT NONE

CHURCH AND SCHOOL, SHREVEPORT, LA.

BOT, SMALL TYPE - PHOTO BY GRABILL

COLOR DESCRIPTION

BRICK IS COLORED DARK RED. ROOF SLATE. STONE WORK WHITE  
RETURN PHOTO TO CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co. —

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

5/20/36

TWO SET 10



6

ready

20.12  
495

NO. 6A-H254

ORDER NO. 59256

2-9-1936

SHREVEPORT NEWS AGENCY.

SHREVEPORT, LA.

DATE

6 MAT COLOR TONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER

FRONT NO.

R. M

NO

TITLE (IN FULL) ONE OF SHREVEPORT'S

IMPRINT NONE

PALATIAL HOMES AND GARDEN.

SHREVEPORT, LA.

BOT. SMALL TYPE- PHOTO BY KEXH GRABILL

COLOR DESCRIPTION

LIGHT TAN BRICK, RED TILE ROOF, WHITE TRIMMINGS ON HOUSE.  
WHITE STONE PILLARS ON FRONT PORCH

RETURN PHOTO TO-CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO.-

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET 1.12

5/20/36

6  
12

20 1/2  
#9

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H255 ✓  
59256

ORDER NO.

DATE 2-8-1936

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

LAKE SHORE DRIVE AROUND

IMPRINT BONE

CROSS LAKE, SHREVEPORT, LA.

BOT, SMALL TYPE - PHOTO BY GRABILL'S,  
COURTESY SHREVEPORT CHAMBER OF COMMERCE.

COLOR DESCRIPTION

RETURN PHOTO TO - CHAMBER OF COMMERCE  
SHREVEPORT, LA.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

5/20/36

TYPE SET UP

2

M



4/1

20814  
A8 1/2

SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 6A-H256 ✓  
ORDER NO. 59256  
DATE 2-8-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER

FRONT NO. 1

R. M. NO

TITLE (IN FULL) 'OLD GLORY' WAVING OVER IMPRINT NONE

'THE WORLD'S LARGEST AIRPORT' AT  
BARKSDALE FIELD, SHREVEPORT, LA,  
HEADQUARTERS BUILDING IN BACKGROUND

BOT, SMALLTYPE- PHOTOGRAPH BY U.S.  
ARMY AIR CORPS

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

RETURN PHOTO TO CHAMBER OF COMMERCE  
SHREVEPORT, LA.

in D6600

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

5/20/36

TYPE NOT 107

5  
13

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 6AH257 ORDER NO. 59249 DATE 2/5/36

CUSTOMER SEAWALL SPECIALTY CO.,  
P.O. BOX 2038  
HOUSTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 SIZE 3 1/2 x 5 1/2

STYLE Art Colortone White Border

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full NO TITLE

FRONT NO. 5 (All of this on address side)  
R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout TAKE OUT BUILDING IN REAR.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
☒ Blue Print ☒ Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

COLOR OF BODY IRISH GREEN  
" " TOP WHITE  
" " WHEELS AND RUNNING GEAR RED  
ALUMINUM LETTERS OUTLINED WITH RED

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CUSTOMER

DIAL NO. 6A-H258

ORDER NO. 59251

DATE 2/6/1936

CUSTOMER ZENITH RADIO CORP.,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M FC

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper Lower, Center Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MICHIGAN BOULEVARD AT HURON ST.,  
CHICAGO

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

REMOVE CHAIN FENCE, FADE WINDOWS ON LEFT  
CLEAN UP SHADOW BEHIND ZENITH LEAVE GRASS  
IN FOREGROUND.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

DOORS, CHINESE RED, RADIO SETS, LARGER ONE CREAM COLORED, OTHERS BLACK. XXXXXX  
BOTH SIGNS BLACK, BUILDING WHITE, BASE OF WINDOWS BLACK

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

VERY RUSH

Must have H.C.P. 2/11/36

Art work  
650

X



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

DIAL NO. 6AH259

ORDER NO. 59250

DATE 2/5/36

CUSTOMER ALERT ADVERTISING AGENCY,  
GALVESTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE Photo Colorit White Border

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL CORTEZ, EL PASO, TEXAS

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

PHOTO LITHO.  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

THE BUILDING EXTERIOR IS OF MOTTLED CREAM BRICK ABOUT THE SHADE OF #11. ART STONE FILLIGREE TRACINGS, PLACQUES AND GRAND ENTRANCE #14 WHILE THESE TWO COLORS #11 AND #14 DO NOT PROVIDE VERY MUCH CONTRASTS, THE SOMEWHAT DARKER MOTTLED EFFECT IN THE BRICK INCREASES THE CONTRASTS. THE MOTTLING IS ABOUT YOUR SHADE #17. BRING OUT THE FOLIAGE COLORS, PRINCIPALLY GREEN. NOTE THAT A PORTION OF THE SAN JACINTO PLAZA IS SHOWN IN THIS PICTURE.

PHOTO RETURNED

TO

PHOTO USED FOR



6 1/2

THE ART SHOP,  
ST. THOMAS, VIRGIN ISLANDS.

NO. 6A-H260

ORDER NO. 58663

DATE 2-5-1936

6 M

ART COLORTONE POST CARDS, ~~XXXXXXXXXX~~

FULL PAGE

White Border

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT No. ~~EXTRA~~ R. M

TITLE (IN FULL)

IMPRINT ~~NONE~~

YES

TOP  
30T THE VIRGIN ISLANDS  
COOPERATIVES  
WELCOME TO ST. THOMAS, VIRGIN ISLANDS

name on the other

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. I., & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

2  
3

"C.T.ART COLORTONE" COPYRIGHT THE ART SHOP,  
ST. THOMAS, VIRGIN ISLANDS, I

NO. 6A-H261

ORDER NO. 58668

DATE 2-5-1936

6 M ART COLORTONE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER,

FRONT NO. SPECIAL R. M. YES

TITLE (IN FULL) ST. THOMAS IN "THE GOOD  
OLD DAYS"

IMPRINT SAME AS ABOVE

TOP, SMALL TYPE: (C)

PRIVATE NO. LOWER LEFT CORNER: 1

COLOR DESCRIPTION

MAKE VERY COLORFUL. SEE OTHER ST. THOMAS SUBJECTS (6A-H260-72)

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE OCT 1936



"C.T.ART COLORTONE" COPYRIGHT THE ART SHOP,  
ST. THOMAS, VIRGIN ISLANDS

NO. 6A-H262

ORDER NO. 58663

2-5-1936

DATE

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER

TITLE (IN FULL) AIR VIEW, BUSINESS AND  
RESIDENTIAL SECTION, ST. THOMAS,  
VIRGIN ISLANDS

TOP, SMALL TYPE: (C)

PRIVATE NO. LOWER LEFT CORNER: 2

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

MAKE COLORS OF TROPICAL BRILLIANCE. SEE COLORED PHOTOS ON OTHER ST.  
THOMAS SUBJECTS (6A-H260-72)

SUBMIT: RET. PHOTO

D. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE

8  
12

off d. 2-30

"C.T.ART COLORTONE" COPYRIGHT THE ART SHOP,  
ST. THOMAS, VIRGIN ISLANDS

NO. 6A-H263 ✓

ORDER NO. 58663

DATE 2-5-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) RESIDENTIAL DISTRICT,

ST. THOMAS, VIRGIN ISLANDS

EXTRA TOP, SMALL TYPE: (C)

PRIVATE NO. LOWER LEFT CORNER: 3

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

MAKE COLORS OF TROPICAL BRILLIANCE. SEE COLORED PHOTOS ON OTHER ST.  
THOMAS SUBJECTS (6A-H260-72)

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

Yes

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.,

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE - 100 100



5 1/2

20 2 1/2  
114 1/2

"C.T.ART COLORTONE" COPYRIGHT THE ART  
SHOP, ST. THOMAS, VIRGIN ISLANDS

NO. 6A-H264 ✓

ORDER NO. 58663

DATE 2-5-1936

6 M ART COLORTONE, POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. SPECIAL R. M. YES

TITLE (IN FULL) CITY AND WATERFRONT,

IMPRINT SAME AS ABOVE

ST. THOMAS, VIRGIN ISLANDS

TOP, SMALL TYPE 1/2 (C)

PRIVATE NO. LOWER LEFT CORNER: 4

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. 10/3/39

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE 100

5

"C.T.ART COLORTONE" COPYRIGHT THE ART  
SHOP, ST. THOMAS, VIRGIN ISLANDS

NO. 6A-H265 ✓

ORDER NO. 58663

DATE 2-5-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

M.O.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. SPECIAL - R. M. YES

TITLE (IN FULL) CITY LOOKING EAST, ST.

IMPRINT SAME AS ABOVE

THOMAS, VIRGIN ISLANDS

TOP, SMALL TYPE: (C)

PRIVATE NO. LOWER LEFT CORNER: 5

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

2pc 2 1/2  
A13 1/2

split job 17-6  
6-2 1/2

Off 2-24



Chetty 62

NO. 6A-H266

"C.T.ART COLORTONE" COPYRIGHT THE ART  
SHOP, ST. THOMAS, VIRGIN ISLANDS

ORDER NO. 58663

DATE 2-4-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

202 1/2  
A13 1/2

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER <u>LOWER</u> , CENTER, BORDER,		FRONT NO. SPECIAL	R. M YES
TITLE (IN FULL) ST. THOMAS FROM THE HILLSIDE, VIRGIN ISLANDS		IMPRINT SAME AS ABOVE	
TOP, SMALL TYPE: (C)			
PRIVATE NO. LOWER LEFT CORNER: 6			

M. J.

COLOR DESCRIPTION  
  
MAKE COLORS OF TROPICAL BRILLIANCE (SEE COLORED PHOTOS ON OTHER ST. THOMAS  
SUBJECTS 6A-H260-72)

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. 10/3/39  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET

8  
6

Off 3-30

HC 2 1/2  
A 13

"C.T.ART COLORTONE" COPYRIGHT THE ART SHOP,  
ST. THOMAS, VIRGIN ISLANDS

NO. 6A-H267

ORDER NO. 58663

DATE 2-5-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL)

BUSINESS AND RESIDENTIAL

DISTRICT, AIR VIEW, ST. THOMAS, VIRGIN  
ISLANDS

TOP, SMALL TYPE: (C)

PRIVATE NO. LOWER LEFT CORNER: 7

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M YES

IMPRINT SAME AS ABOVE

MAKE COLORS OF TROPICAL BRILLIANCE. (SEE COLORED PHOTOS ATTACHED TO  
OTHER ST. THOMAS SUBJECTS 6A-H260-72)

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

Yes

RETURN PHOTO.

10/3/36

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

M



"C.T.ART COLORTONE" COPYRIGHT THE ART  
SHOP, ST. THOMAS, VIRGIN ISLANDS

NO. 6A-H268 ✓

ORDER NO. 58663

DATE 2-5-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. SPECIAL R. M YES

TITLE (IN FULL) THE ROMANTIC BLACKBEARD

IMPRINT SAME AS ABOVE

CASTLE, ST. THOMAS, VIRGIN ISLANDS

TOP, SMALL TYPE: (C)

PRIVATE NO. LOWER LEFT CORNER: 8

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. 10/3/36

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

12  
M

20 1/2  
A 9 3/4

"C.T.ART COLORTONE" COPYRIGHT THE ART SHOP,  
ST. THOMAS, VIRGIN ISLANDS

NO 6A-H269

ORDER NO. 58663

DATE 2-5-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE BLUEBEARD CASTLE HOTEL,

ST. THOMAS, VIRGIN ISLANDS

TOP, SMALL TYPE: (C)

PRIVATE NO. LOWER LEFT CORNER. 9

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

YES

RETURN PHOTO.

10/3/39

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 100 1/2

M



9 1/2

2c 1 3/4  
A 10 1/2

"C.T.ART COLORTONE" COPYRIGHT THE ART SHOP,  
ST. THOMAS, VIRGIN ISLANDS

NO. 6A-H270 ✓

ORDER NO. 58663

DATE 2-5-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. SPECIAL R. M YES

TITLE (IN FULL) EMANCIPATION GARDEN AND  
GRAND HOTEL, ST. THOMAS, VIRGIN ISLANDS

IMPRINT SAME AS ABOVE

TOP, SMALL TYPE: (C)

PRIVATE NO. LOWER LEFT CORNER: 10

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. —

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF YES

RETURN PHOTO. /

CURT TEICH & COMPANY. INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

6  
12



HC 1 1/2  
A 10

7 1/2

"C.T.ART COLORTONE" COPYRIGHT THE ART SHOP,  
ST. THOMAS, VIRGIN ISLANDS

NO. 6A-H271

ORDER NO. 58663

DATE 2-5-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.		FRONT NO. SPECIAL YES	R. M.
TITLE (IN FULL) MARKET DAY IN ST. THOMAS, VIRGIN ISLANDS		IMPRINT SAME AS ABOVE	
TOP, SMALL TYPE: (C)			
PRIVATE NO. LOWER LEFT CORNER: 11			

COLOR DESCRIPTION  
MAKE COLORS OF TROPICAL BRILLIANCE. (SEE OTHER COLORED PHOTOS  
ATTACHED TO ST. THOMAS SUBJECTS 6A-H260-72)

SUBMIT: RET. PHOTO B. I. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. 10/3/36  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

M



"C.T.ART COLORTONE" COPYRIGHT THE ART SHOP,  
ST. THOMAS, VIRGIN ISLANDS

NO. 6A-H272

ORDER NO. 58663

DATE 2-5-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER,

TITLE (IN FULL) FORT CHRISTIAN, BUILT BY  
DANES  
THE DANCE IN 1671, ST. THOMAS, VIRGIN  
ISLANDS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. SPECIAL R. M. YES

IMPRINT SAME AS ABOVE

TOP, SMALL TYPE: (C)  
PRIVATE NO. LOW R LEFT CORNER: 12

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

10/3/39

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

7

M

20 1/2  
A 9 3/4

3 1/2

HARRY L. DAILEY,  
635 BIRD ST.,  
PARKERSBURG, W. VA.

NO. 6A-H274 ✓

ORDER NO. 58685

DATE 2-8-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

FRONT NO. 1 R. M NO

TITLE (IN FULL) SUSPENSION BRIDGE, WHEELING,  
W. VA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SILVER GRAY CABLES AND RAILINGS, DARK GRAY STONE PIERS, REAR  
BLDGs, DARK RED AND GRAY, GREEN LAWN AND ~~XXXXXX~~ FOLIAGE ON LEFT. REMOVE  
PAINTERS ON BRIDGE.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. ☒

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 110

12



renew 3 1/2

HC 1 1/2  
A9 1/2

HARRY L. DAILEY,  
635 BIRD ST.,  
PARKERSBURG, W. VA.

NO. 6A-4275 ✓

ORDER NO 58685

DATE 2-8-1936

6 M AMT COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

FRONT NO. 1 R. M. NO

TITLE (IN FULL) CADIZ HORSE-SHOE CURVE,  
NEAR WHEELING, W. VA.  
BOT- "A BEAUTIFUL SCENE  
ON U.S. ROUTE 40"

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DARK DULL RED BRICK, ROAD GRAY EDGES, WHITE BAND FENCE,  
REMOVE POLES, GREEN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE 4000 10

reprint 4

2012  
A9

HARRY L. DAILEY,  
635 BIRD ST.,  
PARKERSBURG, W. VA.

NO. 6A-1276 ✓

ORDER NO. 58685

DATE 2-8-1936

6 M ART COBORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) NEW BRIDGE UP ST.  
CLAIRSVILLE HILL, NEAR WHEELING,  
W. VA. BOT-'' ON U.S. ROUTE 40,  
BLAINE, OHIO''

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

LIGHT CEMENT BRIDGE, REMOVE POLES AND URNS. PILES  
ON RIGHT ARE FROM NEARBY MINE. EITHER MAKE THEM NATURAL BLACK  
AND GRAY OR GREEN HILLS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



HARRY L. DAILEY,  
635 BIRD ST.,  
PARKERSBURG, W. VA.

NO. 6A-H277 ✓

ORDER NO. 58685

DATE 2-8-1936

KE 1/2  
79

6M ART COLORTONE POST CARDS		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER, LOWER, CENTER - BORDER.</u>		FRONT NO. <u>1</u>	R. M. <u>NO</u>
TITLE (IN FULL) <u>VIEW OF LAKE IN WHEELING</u>		IMPRINT	<u>SAME AS ABOVE</u>
<u>PARK, WHEELING, W. VA.</u>			
<u>BOT- 'SWAN AND DUCKS,</u>			
<u>PAVILION IN THE BACKGROUND'</u>			
COLOR DESCRIPTION			
<u>WHITE SWAN AND DUCKS, REAR BLDG, WHITE, RED ROOF,</u>			
<u>RED AND PINK FLOWERS ON LEFT. GREEN LAWN AND SHRUBBERY, SHOW</u>			
<u>FLAG ON REAR POLE. REMOVE 3 DUCKS ON THE LEFT, BLACK AND WHITE</u>			
<u>SWAN IN FOREGROUND.</u>			
SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.			
PHOTO PROPERTY OF C. T. & CO. — <input checked="" type="checkbox"/> CUSTOMER			
CURT TEICH & COMPANY. INC., CHICAGO			
PHOTO TICKET			



HARRY L. DAILEY,  
635 BIRD ST.,  
PARKERSBURG, W.VA.

NO. 6A-4278 ✓

ORDER NO. 50685

DATE 2-8-1936

200 1/2  
A9

6 M ART COLORTONE POST CARDS WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE <u>UPPER</u> LOWER. CENTER - BORDER.	FRONT NO. 1 R. M NO
TITLE (IN FULL) WHEELING PARK ENTRANCE, WHEELING, W.VA.	IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

LIGHT STONE COLUMNS, RED FLOWER BED ON RIGHT, SCARLET  
RED FLOWERS ON REAR LEFT THROUGH ENTRANCE, BRIGHT GREEN LAWN, DARK  
GREEN SHRUBBERY. REMOVE TELEPHONE POLE AND WIRES IN CENTER OF  
PICTURE.

SUBMIT: RET. PHOTO      B. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — \* CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 447 11P

11

11  
12



HARRY L. DAILEY,  
635 BIRD ST.,  
PARKERSBURG, W. VA.

NO. 6A-H279 ✓

ORDER NO. 58685

DATE 2-8-1936

280 1 1/2  
A 8 3/4

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER,

TITLE (IN FULL) ENTRANCE SCENE NEAR  
WHEELING PARK, WHEELING W. VAA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

LETTERS DARK RED CENTER, YELLOW BORDER, BRIGHT GREEN  
LAWN, DARK GREEN SHRUBBERY, REMOVE WIRES AND POLES AND SHADOW  
OF WIRES ON LAWN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO.

PHOTO TICKET

HARRY L. DAILEY,  
635 BIRD ST.,  
PARKERSBURG, W. VA.

NO. 6A-M280 ✓

ORDER No. 58685

DATE 2-8-1936

2C 1 1/2  
A 9 1/2

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) FORMAL GARDEN <sup>IN</sup> DOGLE BAY

IMPRINT SAME AS ABOVE

PARK, WHEELING, W. VA.

BOT- "VIEW OF SUN DIAL AND  
LILY POND

COLOR DESCRIPTION

LIGHT STONE, LILY POND, PINK AND WHITE LETTERS IN  
POOL, RED FLOWERS IN VASES, WHITE STONE SEATS. BRIGHT GREEN LAWN  
DARK, GREEN HEDGE AND SHRUBBERY, LIGHT GRAY GRAVEL WALKS, GRAY  
SUN DIAL, DARK BAMP POSTS, WHITE GLOBES.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. - X

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

(TYPE OUT UP)



HE 2  
A12

rephoto 4

HARRY L. DAILEY,  
635 BIRD ST.,  
PARKERSBURG, W. VA.

NO. 6A-K281 ✓

ORDER NO. 58685

DATE 2-8-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) OHIO VALLEY GENERAL  
HOSPITAL AND NURSES HOME, WHEELING,  
W. VA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

ON LEFT. LARGE BLDG, LIGHT BROWN BRICK, LIGHT STONE  
TRIM, BROWN AND TAN STRIPED AWNINGS, DARK SASH, ON RIGHT LARGE BLDG  
LIGHT BROWN BRICK GRAY CORNICE, BROWN AND TAN STRIPED AWNINGS. ON  
LEFT FOREGROUND 1ST GRAY, 2ND RED, 3RD RED, 4 BUFF, ON RIGHT  
FOREGROUND 1ST BRIGHT BUFF, BRICK, 2 GRAY 2, GRAY, SLATE ROOFS, DARK  
STREET ON LEFT, MOUNTAINS IN REAR GREEN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

M  
5

HARRY L. DAILEY,  
635 BIRD ST.,  
PARKERSBURG, W. VA.

NO. 6A-H282

ORDER NO. 58658

DATE 2-8-1936

G M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) WHEEL-ING, WEST VIRGINIA  
ON THE OHIO RIVER.

IMPRINT SAME AS ABOVE

BOT- "ONE OF THE GREATEST  
ATHLETIC FEATS EVER PERFORMED"

COLOR DESCRIPTION

MAKE GROUND LOOK LIKE WATER TO GIVE THE EFFECT.

USE PHOTO NO. ~~10551~~ ~~COLOR SAME AS 10551~~

A-2931. Make horizontal card if possible

SUBMIT: RET. PHOTO

B. X. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.,

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

M



XC 1 1/2  
49 1/4

W.J.HARRIS CO., INC.,  
ST. AUGUSTINE, FLA.

NO.6A-H283

ORDER NO.59278

DATE 2-8-1936

12 1/2 M ART COLORTONE POST CARDS (ALL OF THIS ON THE PICTURE SIDE)		WHITE BORDER (ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 1	R. M YES
TITLE (IN FULL) AVILES STREET, OLD SPANISH QUARTER, ST. AUGUSTINE, FLA.		IMPRINT	SAME AS ABOVE

Photo 5BH 687

COLOR DESCRIPTION

PUT SMALL FLOWERS ON BUSHES EACH SIDE OF STREET. STONE HOUSE ON LEFT IS COQUINA. SIMILAR COLORING TO CARD OF OLD CHURCH ENCLOSED. MAKE THIS HOUSE LOOK AS OLD AS POSSIBLE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER X  
CURT TEICH & COMPANY. INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. ☒ 6A-H284 ORDER NO. 59316 DATE 2-11-1936

CUSTOMER THE BRASS RAIL  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M FC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rcphoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
☒ Blue Print ☒ Handcolor ☒ Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

XXXX SEE INSTRUCTIONS ATTACHED.

*Photo ret  
10/1/36*

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

*Oct 10, 1936  
9.75*

*Off # 3-6*

*7*



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H285

ORDER NO. 59315

DATE

2-11-1936

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER

BLAKELY LAUNDRY CO.,  
TRENTON, N. J.

Photos for  
this Customer

6 M FC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

DRY — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Handcolor — Black & White Proof. Titles—Red, Blue.

ELIMINATE ALL TELEGRAPH POLES & WIRES.

TRIM UP SHRUBBERY AND PUT IN GRASS ALONG THE  
SIDEWALK ON RIGHT HAND SIDE, CONTINUING THE  
SHRUBBERY DOWN ALONG THE RIGHTHAND SIDE OF

BLDG. PUT A LITTLE GRASS, TOO, IN FRONT OF SHRUBBERY

AT FRONT OF BLDG. ELIMINATE THE PART OF THE BLDG. &

ROOF OF HOUSE SHOWING AT EXTREME LEFT. THERE IS

REALLY A DRIVEWAY AT THE LEFT OF BLDG. WHERE TWO TRUCKS

ENTER FOR LOADING, ALTHO THIS DOES NOT NECESSARILY HAVE TO BE SHOWN. ON THE SMOKE STACK

RUNNING DOWN THE FULL DEPTH OF IT, ONE LETTER ON TOP OF THE OTHER IN PURE WHITE LETTERS,

PUT THE WORDS "BLAKELY", ABOUT THE SAME STYLE OF LETTER AS SHOWN ON FACE OF BLDG. (NO

ATTEMPT, HOWEVER, TO SHOW THE TRADEMARK). RETOUCH THE ELECTRIC SIGN ON THE CORNER OF THE

BUILDING SO AS TO READ CLEARLY THESE WORDS "DRY CLEANING BLAKELY LAUNDRY". THE NAME

AT THE SIDE OF THE BUILDING MUST ALSO SHOW PLAINLY AND BE READABLE ON THE CARD. THE

TRADEMARK ON THE VERY FRONT OF THE BUILDING MUST ALSO BE STRENGTHENED TO REAR EASILY.

THE SKY EFFECT AS SHOWN IN THE SAMPLE CARD ATTACHED IS VERY PLEASING TO CUSTOMER AND

HE WOULD LIKE TO HAVE EXACTLY THE SAME CLOUD FORMATION AND SAME COLOR AS SHOWN BY THAT

CARD. SUBMIT RETOUCED PHOTO TO CUSTOMER FOR O.K.

COLOR OF BLDG. SAME AS ON SAMPLE ATTACHED.

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE



SERIES NO. S-302 C.T. BATHING SCENES

NO. 6A-H286 ✓

ORDER NO. 56225

DATE 2-10-1936

6 M ARTCOLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M NO

TITLE (IN FULL) AN AFTERNOON ON THE BEACH

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER RIGHT CORNER: S-316

*Photo in OBH1476*  
COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY. INC., CHICAGO  
PHOTO TICKET

TYPE OFF TOP



SERIES NO. S-302 C.T.BATHING SCENES

NO. 6A-M287

ORDER NO. 56225

DATE 2-10-1936

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.  
TITLE (IN FULL) A REFRESHING DIP

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER RIGHT CORNER: S-317

COLOR DESCRIPTION

SUBMIT: RET. PHOTO. B. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

2

200 1/2  
A10

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 6A-11288

ORDER NO. 58703

DATE 2-11-1936

12 M 500 ART COLORTONE POST CARDS FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 3

R. M.

YES

TITLE (IN FULL) ON FRONT

IMPRINT SAME AS ABOVE

TITLE-ICEBERG LAKE, ALTITUDE  
11,500 FT., TRAIL RIDGE ROAD  
BETWEEN ESTES PARK AND GRAND LAKE,  
ROCKY MOUNTAIN NATIONAL PARK,  
COLORADO  
PRIVATE NO. BEFORE TITLE-2215

COLOR DESCRIPTION

TRIM 1-8 OFF BOTTOM AND BALANCE OFF TOP FOR  
PROPORTION. ROCKS ARE VERY DARK GREY TO DARK-ALMOST VOLCANIC DARK.  
PEAKS ARE BROWNISH GREEN ON SLOPE PART AND GREY TO BLUE FOR ROCKY  
PART. PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET

DEADLINE

M



4

SANBORN SOUVENIR CO.,  
DENVER, COLO.

✓ NO. 6A-H289

ORDER NO. 58783

DATE 2-11-1936

12M 500 ART COLORTONE POST CARDS FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 3

R. M.

YES

No?

TITLE (IN FULL) ON FRONT

IMPRINT

SAME AS ABOVE

TITLE-ESTES PARK CHALETs, ROCKY  
MOUNTAIN NATIONAL PARK, COLORADO

PRIVATE NO. BEFORE TITLE-2216

COLOR DESCRIPTION

USE SECTION MARKED ON PRINT SETTING BLDG. FROM EXTRA  
PRINT AS INDICATED, SO THAT IT LOOKS NATURAL, BUILDING IS VERY DARK  
OAK COLOR, HAS MOSS GREEN ROOF, TRIMMINGS ARE WHITE, ROCKS IN HILLS  
BEHIND ARE DARK GREY, DARK BLUISH PINES, SOME GREEN IN SLOPES, &  
MEADOW DARK GREEN SOME BROWNISH TINGES. DO NOT BRING OUT ROAD,  
ACROSS LOWER CENTER. IT IS NOT IMPORTANT. NO FLOWERS. PUT CLOUDS IN  
SKY!

SUBMIT: RET. PHOTO

B. I., & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

DEADLINE

8

6



3 1/2

201 1/2  
49 3/4

SANBORN SOUVENIR CO.,  
DENVER, COLO.

✓ NO. 6A-H290-11255

ORDER NO. 58705 3

DATE 2-11-1936

12 M 500 ART COLORTONE POST CARDS FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER,  
TITLE (IN FULL) ON FRONT

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 3 R. M. YES  
IMPRINT SAME AS ABOVE  
TITLE-GRAND LAKE LODGE, ROCKY  
MOUNTAIN NATIONAL PARK COLORADO  
PRIVATE NO. BEFORE TITLE-2218  
*R.M. as enclosed*

COLOR DESCRIPTION BLDG. IS OF BROWNISH TO PLAIN LUMBER WHITE. POLES  
ARE OF A WHITE EFFECT ESPECIALLY THOSE FORMING STARWAY CANOPY.  
ROCKS ARE DARK GRAY-TREES AND SHRUBS DARK BLUE GREEN. NO FLOWERS.  
PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF ☒ HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 125

DEADLINE



3 1/2

2013/4  
A12

SANBORN SOUVENIR CO.,  
DENVER, COLO.

✓ NO. 6A-4291  
ORDER NO. 57805  
DATE 2-11-1936

12 M 500 ART COLORTONE POST CARDS FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) ON FRONT

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 3 R. M. YES  
IMPRINT SAME AS ABOVE  
TITLE-THE STANLEY HOTEL, ESTES  
PARK, ROCKY MOUNTAIN NATIONAL  
PARK, COLORADO ✓ R M. as incl.  
PRIVATE NO. BEFORE TITLE-2217

COLOR DESCRIPTION FOR COLORS SEE PHOTO NO. 97840 EXCEPT ROCKS ON HILLS  
IN BACKGROUND HAVE GRAY WHITE FACES INSTEAD OF COPPERY. USE SECTION  
WITHIN LINES. PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF ☒ HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

HEADLINE

8



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. ☒ 6A-H292 ORDER NO. 59318 DATE 2-11-1936

CUSTOMER OLD HEIDELBERG  
MIAMI, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

*CU*  
Photos for  
this Customer

12 $\frac{1}{2}$ M PG GROUP *(2)* SIZE  $3^1 \times 5\frac{1}{2}$

STYLE PHOTO COLORIT, ~~FULL FACE~~ *White Border*

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full OLD HEIDELBERG BIER STUBE  
(ETC. AS PER COPY)

FRONT NO. 5

R. M. Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE LAYOUT & INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. *neg 120*

Dry — Wet — Pancromatic — Color Separation *neg 133*

Transfer — Paper Process — New Process. *neg 150*

Stripping — White Border — Full Face. *neg 175*

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

*make DK. blue  
impression  
Mr. Brattner get card*

PHOTO RETURNED

TO

PHOTO USED FOR

NO

YES

RETURN PHOTO

*3  
4  
2 1/2  
18*

*H.C.*

*Art*



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 6A-H293 ORDER NO. 59319 DATE 2-11-1936

CUSTOMER SKIRVIN HOTEL CO.,  
OKLAHOMA CITY, OKLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

SKIRVIN HOTEL TOWER

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry. — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

NOTICE THAT THE ENTRANCE TO THE RIGHT, THE BLACK  
PART IS TWO STORIES HIGH. ADD A ENOUGH SKY TO PUT  
A FLAG ON THE POLE. PUT GLOVES ON THE TWO LIGHT  
LEFT. TOUCH OUT THE FLAGS THAT ARE HUNG IN THE  
DIM OR TAKE OUT BLEDGS. ON EITHER SIDE.

MAIN BODY OF BLDG. BUFF BRICK. BEGINNING AT THE BOTTOM OF BLDG. BASE STONES ARE BLACK. SHOW  
WINDOWS, UNDER THE WINDOWS AND THE PART FACING STREETS ARE BLACK, BUT THE BEVELED PART IS GREY.  
SKIRVIN AT ENTRANCES IS GOLD. WALLS ABOVE BLACK BASE ARE DARK GREEN, MORTAR IS GREY. TRIMMING  
BETWEEN SECOND AND THIRD STORY AND UP TO FIFTH IN CENTER OF FRONT, PART THAT LOOKS LIGHT IN  
PHOTO IS GOLD AND THE REST OF IT DARK GREEN. WINDOW SASH ON SECOND STORY BLACK. ALL OTHER WINDOW  
SASH GRAY. NOTE THE ROWS OF WINDOWS UP & DOWN ON EITHER SIDE OF THE CORNER, THE DARK PART BETWEEN  
WINDOWS IS DARK GREEN, THE FIRST TWO FROM THE BOTTOM HAVE GOLD TRIMMINGS ACROSS THE BOTTOM AND THE  
OS TRUE OF ALL ON THAT LEVEL. NOTE SECOND AND THIRD ROWS OF WINDOWS UP AND DOWN TO THE RIGHT OF THE  
CORNER AND THE SECOND, THIRD AND FOURTH TO THE LEFT, THAT LIGHT COLORED STREAK RUNNING TO THE TOP OF  
THE BUILDING IS A BRIGHT GOLD, AND THE SAME IS TRUE WHEREVER YOU SEE THE STREAK. MAKE ALL WINDOWS  
LOOK LIKE GLASS. AT TOP OF THE BUILDING THE DARK STRIPES IN THE BUFF BRICK ARE BROWN.  
DARK STRIPS ON THE SIDEWALK ARE BLACK.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO

3  
2



CUSTOMER  
C. T. & CO.  
PHOTO PROPERTY OF

DIAL NO. 6A-H294 ORDER NO. 59320 DATE 2-11-1936

CUSTOMER THE STRATFIELD HOTEL,  
BRIDGEPORT, CONN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M FC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full STRATFIELD HOTEL, BRIDGEPORT, CONN.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

USE PHOTO NO. 100-29.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

COLOR SAME AS 100-29.

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Center Cut  
Pancromatic  
sides  
Rel 4  
1/3  
1/4 NO  
1/2  
1/2 YES

12.58

JB



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

YES

RETURN PHOTO

DIAL NO. ☒ 6A-H295 ORDER NO. 59320 DATE 2-11-1936

CUSTOMER STRATFIELD HOTEL,  
BRIDGEPORT, CONN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper Lower, Center Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full PINE ROOM, GRILL AND BAR, STRATFIELD  
HOTEL, - BRIDGEPORT, CONN.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout Retouched Photo Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

WALLS NATURAL OLD PINE. CEILING CREAM. TABLES & CHAIRS ~~MAKI~~ OAK.

Photo ret.

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 5 1/2  
HCC 1 1/2  
A 10  
C 1/2

Art Work  
1.00

JAB



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H296 ORDER NO. 59322 DATE 2-11-1936

CUSTOMER GRAEF & SCHMIDT, INC.  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

(AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT & INSTRUCTIONS ATTACHED.

NOTE THAT RAZOR TRADEMARKS "MAXIMUM" AND  
"CERTIFIED" MUST BE VISIBLE ON BOTH RAZORS  
ON PICTURE RIGHT HAND SHADED PART TO BE LEFT  
OUT AS INDICATED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

2 photo ret.  
9/24/36

make red impressions

" DK. blue "

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

rephoto 5x7  
layout 1  
Ret 6 1/2  
13/4  
11  
C-13/4

16.50

9.50

148  
1010

X



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 6A-H297

ORDER NO. 59323

DATE 2-11-1936

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER SEVILLE TAVERN, INC.  
DAYTON, OHIO

12 1/2 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
NO TITLE

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 6 1/2  
2  
11  
6 1/2



8 1/2

20 1/2  
-9 1/4

MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 6A-H298

ORDER NO. 59344

DATE 2-13-1936

12 M500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PENN. ALBERT HOTEL,  
GREENSBURG, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION DARK RED BRICK, WHITE CORNICE & SILLS & SASH & TOP  
TRIMMINGS. GRAY TOP ROOF GARDEN FLOOR, GREEN CIRCULAR LAWN AND  
SHRUBBERY. GRAY DRIVE-CIRCLE. REMOVE FIRST TWO AUTOMOBILES. MAKE  
AUTOMOBILES MODERN STREAMLINED. DARK LAMP POSTS WHITE GLOBES. BROWN  
RADIO TOWERS ON TOP OF BLDG. SHOW POINT ON TOP OF RADIO TOWER ON  
RIGHT AND SHOW WIRE FROM TOP OF ONE TOWER TO THE OTHER TOWER.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

To Bill



2801 1/2  
A9 1/2

3 1/2

MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 6A-H299

ORDER NO. 59344

DATE 2-13-1936

12M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) SETON HILL COLLEGE,  
GREENSBURG, PA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DARK RED BRICK, SLATE ROOF, GRAY TRIM, DARK SIGN,  
WHITE LETTERS IN FOREGROUND. GREEN FIELDS IN FOREGROUND. BLDGS ON  
RIGHT FOREGROUND LIGHT GRAY AND BUFF. REMOVE POSTS AND POLES AND  
SMALL BLDGS. IN FOREGROUND OF PHOTO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

DIAL No. 6A-H300 ORDER NO. 58741  
CUSTOMER FRED W. REMBOLD  
CHICAGO, ILL.

DATE 4-1-1936

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 $\frac{1}{2}$ M POST CARDS

SIZE 3 $\frac{1}{2}$  x 5 $\frac{1}{2}$

STYLE ART COLOR TONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full FRED W. REMBOLD  
(ETC. AS PER COPY)

FRONT NO. 5 R. M. No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. — 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Must have HCP. 4/15/36

Photo ret.  
5/4/36

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

B. 2 $\frac{1}{2}$   
H.C. 1 $\frac{1}{2}$   
A. 9 $\frac{1}{2}$   
C. 1 $\frac{1}{2}$



AMERICAN ART POST CARD CO.,  
BOSTON, MASS.

NO. 6A-H301  
59375  
ORDER NO.  
DATE 2-15-1936

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER  
TITLE (IN FULL) POST OFFICE, BRIDGEPORT,  
CONN.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION CUT OFF RATHER CLOSE AT RIGHT AS THE BLDG. AT RIGHT  
MAY BE REMOVED OR CHANGED. TAKE OUT POLES AND PEOPLE. NO CHANGE  
ON LEFT. BLDG.

in D7097

SUBMIT: RET. PHOTO B. L. & W. PROOF ☒ HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE ONE UP



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

YES

RETURN PHOTO

DIAL NO. 6A-H302 ORDER NO. 59401 DATE 2/17/1936

CUSTOMER Y. M. C. A.  
SAN FRANCISCO, CALIF.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M ART COLORTONE SIZE 3 1/2 x 5 1/2

STYLE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full AS PER LAYOUT

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer O. T. Imprint No Imprint

Gabriel Moulin Studios © 1925

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Air view showing San Francisco - REMOVE COPYRIGHT  
COPY FROM WHERE IT IS IN PICTURE, AND PLACE  
DOWN AT RIGHT HAND CORNER OF CARD

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Panromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Chinese Branch - COLOR OF BUILDING, CREAM, CORRUGATED ROOF.  
Army & Navy Branch - COLOR OF BUILDING, " LOWER FLOORS WHITE BOBOR. ABOVE PORTION SLIGHTLY  
DARKER.  
SEE INSTRUCTIONS ATTACHED.

Photo in 6A-H-636

PHOTO RETURNED

TO

PHOTO USED FOR

Photo in 6A-H-636

25.00  
plus shipping  
no proof  
proof not



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H304 ORDER NO. 59402 DATE 2-18-1936

CUSTOMER "C.T. ART COLORTONE" THE ALI'S PRESS,  
KANSAS CITY, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M FC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

(TO COME)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

IMPRINT: SAME AS ABOVE

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE SKETCH ATTACHED. ~~XXX~~ DISREGARD TITLES AT TOP

& BOTTOM AS WE DO NOT KNOW WHETHER THESE ARE O.K.

OR NOT. POSITIONS OF THE PANELS ARE O.K. AND ALSO

LETTERING ON THE NAME PLATE "LLOYD TYLE". HOWEVER

CUSTOMER WOULD LIKE TO HAVE THE NUMBERS DESIGNATING

EACH COLOR SHOWN IN SUCH A MANNER AS NOT TO DETRACT

FROM THE GENERALLY ARTISTIC APPEARANCE. (YOU WILL

FIND THESE NUMBERS ON BACK OF PANELS) CUSTOMER SUGGESTS

PLACING THESE IN CENTER BELOW EACH TILE. THESE NUMBERS

SHOULD BE AS SMALL AS POSSIBLE, YET LARGE ENOUGH TO BE READABLE

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

120  
133  
150  
175

NO

YES

RETURN PHOTO

Drawing ret.  
4/20/36

VERY RUSH

PHOTO RETURNED

TO

PHOTO USED FOR

2.0 1  
Oct 9  
H.C. 2 1/2  
L.A. 16



CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

DIAL No. 6A-H305

ORDER NO. 59403

DATE 2-18-1936

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER

HOTEL CONVERSE,  
NIAGARA FALLS, N. Y.

50 M BUS. CARDS

SIZE 2 5/8 x 4 5/16

STYLE ART COLOR TONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL CONVERSE (ETC. AS PER COPY)

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

IN PLATE: DESIGN COPYRIGHT-H.S. CONVERSE-  
1936

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

MAINTAIN

Straighten Photo

Native — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

SEE SKETCH ATTACHED. UNDER "HOTEL CONVERSE" PLACE  
THE WORDS: UNDER OWNERSHIP MANAGEMENT. HAVE "HOTEL  
CONVERSE" IN LARGEST TYPE, THEN "UNDER OWNERSHIP MANAGEMENT"  
VERY SMALL TYPE, "325 FIRST STREET" TO BE SMALLER  
"NIAGARA FALLS, NEW YORK" AND "NIAGARA FALLS, NEW  
YORK" TO BE SMALLER THAN "HOTEL CONVERSE"  
ALSO IN PLATE IN LOWER LEFT CORNER: DESIGN COPYRIGHTED  
BY H.S. CONVERSE.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

NO

YES

RETURN PHOTO

2

1 1/2

8 3/4

C-13 1/4



210 1 3/4  
A12

SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 6A-H306  
ORDER NO. 58783

DATE 2-18-1936

25 MART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES  
IMPRINT SAME AS ABOVE

TITLE (IN FULL) INTERIOR OF THE CLEVELAND  
PUBLIC AUDITORIUM, CLEVELAND, OHIO

PRIVATE NO. BEFORE TITLE-3

COLOR DESCRIPTION

USE PHOTO NO. 91616 COLOR SAME AS 91616

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER  
X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TWENTY ONE

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF  
—  
RETURN PHOTO  
YES  
NO

DIAL NO. 6A-H307 ORDER NO. 59416 DATE 2-21-1936

CUSTOMER ATWOOD GRAPE FRUIT CO.  
MANAVISTA, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full INTERIOR OF ATWOOD GRAPE FRUIT CO.

PACKING HOUSE, MANAVISTA, FLORIDA—ON MANATEE  
RIVER

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE ATTACHED.

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

PHOTO RETURNED  
TO  
PHOTO USED FOR

5  
H.C. 1 3/4  
A 10  
C- 1/2







CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. 6A-H309 ORDER NO. 59430 DATE 2-21-1936

CUSTOMER MC CLOUD RIVER MERC. CO.,  
MC CLOUD, CALIF.

DEPT. ☐ RETOUCHING  
☐ ENGRAVING  
☐ PHOTO LITHO  
☐ COMPOSING  
☐ LITHO ART  
DATE COMPLETED

Photos for  
this Customer

12 1/2 M 10 SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper ☒ Lower, Center ☒ Border ☐ Follow Layout  
Title in Plate Yes ☐ No ☐ Copyright in Plate Yes ☐ No ☐  
Title in full MT. SHASTA, McCLOUD, CALIFORNIA

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes ☐ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes ☐ No ☐ Special type as sample  
IMPRINT: Customer ☐ S. T. Imprint ☒ No Imprint ☐

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch ☒ Retouched Photo ☐ Wash Drawing  
Follow Layout

PHOTO LITHO

NEG. NO.

Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x13  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

2 1/2  
HC 1 1/2  
A 10  
C 1/2

8



288134  
A10

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 58821 6A-H310 ✓

ORDER NO. 58821

DATE 2-21-1936

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE <small>LEFT</small> UPPER, LOWER, CENTER - BORDER	<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
TITLE (IN FULL) AIR VIEW LEWISTON HILL HIGHWAY, LEWISTON, IDAHO	FRONT NO. 2 R. M YES
	IMPRINT SAME AS ABOVE
PRIVATE NO. BEFORE TITLE-275	
COLOR DESCRIPTION	
SEE ENCLOSED TISSUE.	
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.	
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER X	
CURT TEICH & COMPANY, INC., CHICAGO	
PHOTO TICKET	

TV 11-11-36

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H311 ✓

ORDER NO. 58825

DATE 2-21-1936

12<sup>M</sup> ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: <sup>LEFT</sup>UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M NOX

TITLE (IN FULL)

U.S. VETERANS HOSPITAL, BOISE,  
IDAHO.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE-316

COLOR DESCRIPTION

SEE ENCLOSED TISSUE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2 1/2

28 134  
A 112

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H312 ✓

ORDER NO. 58823

DATE 2-21-1936

12 1/2 MART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2	R. M NO
TITLE (IN FULL) MT. BORAH, IDAHO. ALTITUDE FEET, THE HIGHEST POINT IN THE STATE - U.S. HIGHWAY 93		IMPRINT SAME AS ABOVE	
BOT- WESLEY ANDREWS PHOTO			
PRIVATE NO. B FORE TITLE-245			

COLOR DESCRIPTION

SEE ENCLOSED TISSUE.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMERY

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

12  
6

289 3/4  
A10

22

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

H 313  
NO. 6A-~~4313~~ ✓

ORDER NO. 58823

DATE 2-11-1936

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: <sup>(LEFT)</sup> UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GRAND CANYON OF THE SNAKE  
RIVER, WORLD'S DEEPEST GORGE. BOUNDARY  
LINE BETWEEN IDAHO AND OREGON

Small Type - Wesley Andrews Photo  
PRIVATE NO. BEFORE TITLE-908

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

*Photo in  
361 2023*

COLOR DESCRIPTION

SEE ENCLOSED TISSUE.

*Photo in D. 4350*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



2001/4  
A11

4

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H314

ORDER NO. 58823

DATE 2-21-1936

12<sup>1</sup>/<sub>2</sub> MART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: <sup>(LEFT)</sup> UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SHOOTING THE RAPIDS - THE  
RIVER OF NO RETURN, SALMON RIVER, IDAHO

SMALL TYPE WESLEY ANDREWS PHOTO  
PRIVATE NO. BEFORE TITLE-244

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M YES  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION  
SEE ENCLOSED TISSUE.

SUBMIT: PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PRO. OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

7000-100-210

Photo  
used for  
Gold Bond  
D-4315

6  
M

200K  
A10

62

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-<sup>315</sup>~~305~~

ORDER NO. 58827

DATE 2-21-1936

12<sup>M</sup> ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. NO
TITLE (IN FULL) MAIN STREET, LOOKING WEST, TWIN FALLS, IDAHO		IMPRINT SAME AS ABOVE	
BOT. PHOTO BY WESLEY ANDREWS			
PRIVATE NO. BEFORE TITLE-305			

COLOR DESCRIPTION

see tissue attached.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.—      CUSTOMER ☒ X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

2  
14



32

2802  
A11 1/2

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H316 ✓

ORDER NO. 58827

DATE 2-21-1936

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2	R. M NO
TITLE (IN FULL) BIRD'S-EYE VIEW, POCATELLO, IDAHO UNIVERSITY OF IDAHO, SOUTHERN BRANCH IN FOREGROUND PRIVATE NO. BEFORE TITLE-408		IMPRINT SAME AS ABOVE	
BOT- PHOTO BY WESLEY ANDREWS			
COLOR DESCRIPTION			

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

12  
7

62

200 1 3/4  
A 11

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H317 ✓

ORDER NO. 58827

DATE 2-21-1936

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE <sup>(LEFT)</sup> UPPER, LOWER, CENTER - BORDER

FRONT NO. 2 R. M NO

TITLE (IN FULL) SOUTH MAIN STREET, POCATELLO,  
IDAHO

IMPRINT SAME AS ABOVE

BOT. PHOTO BY WESLEY ANDREWS

PRIVATE NO. BEFORE TITLE-404

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET



280 1 3/4  
A 10

6 1/2

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H318 ✓

ORDER NO. 58827

DATE 2-21-1936

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) CENTER STREET, LOOKING EAST,  
POCATELLO, IDAHO

IMPRINT SAME AS ABOVE

Bot. - Photo by Wesley Andrews

PRIVATE NO. BEFORE TITLE - ~~401~~ 401

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

3

2

HC 1 1/2  
A9 3/4

6 1/2

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H319 ✓

ORDER NO. 58827

DATE 2-21-1936

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: <sup>LEFT</sup>UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M NO

TITLE (IN FULL) PARK AVENUE, IDAHO FALLS,  
IDAHO

IMPRINT SAME AS ABOVE

BOT. - PHOTO BY WESLEY ANDREWS

PRIVATE NO. BEFORE TITLE-288

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

14



for copy. H.C. 1/2  
A 9 3/4

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H320 ✓

ORDER NO. 58827

DATE 2-21-1936

12<sup>1</sup>/<sub>2</sub>" ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER. LOWER. CENTER - BORDER.

FRONT NO. 2 R. M

TITLE (IN FULL) HOTEL BONNEVILLE, IDAHO  
FALLS, IDAHO

IMPRINT SAME AS ABOVE NO

BOT. -- PHOTO BY WESLEY ANDREWS

PRIVATE NO. BEFORE TITLE-283

COLOR DESCRIPTION

USE PHOTO NO. 744-29 COLOR SAME AS 744-29 FLOWERS.

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

2001 1/2  
A9

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H329 ✓

ORDER NO. 58827

DATE 2-21-1936

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER, <i>UPPER</i>	FRONT NO. 2 R. M. NO
TITLE (IN FULL) L.D.S. HOSPITAL, IDAHO FALLS, IDAHO	IMPRINT SAME AS ABOVE
BOT. PHOTO BY WESLEY ANDREWS	
PRIVATE NO. BEFORE TITLE-443	

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



3 1/2

201 3/4  
A 10

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

H322  
NO. 6A-~~H322~~

ORDER NO. 58819

DATE 2-21-1936

12 1/8 M ART COLORTONE POST CARDS WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER, <del>LEFT</del> )	FRONT NO. 2 R. M. NO
TITLE (IN FULL) GALENA SPIRAL, <sup>SAWTOOTH MOUNTAINS</sup> SALMON RIVER	IMPRINT SAME AS ABOVE
HIGHWAY, U.S. 93, IDAHO	
BOT - WESLEY ANDREWS PHOTO	
PRIVATE NO. BEFORE TITLE-243	
COLOR DESCRIPTION	
SEE ENCLOSED TISSUE.	

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET

12

280 1 1/2  
A 9 3/4

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H323 ✓

ORDER NO. 58819

DATE 2-21-1936

12 1/2 MART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
LEFT  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) 14 FOOT DEVIL FISH, CAUGHT  
AT DEFOE BAY, OREGON COAST HIGHWAY  
Small Type - Wesley Andrews Photo  
PRIVATE NO. BEFORE TITLE-979

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION  
SEE ENCLOSED TISSUE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



28 @ 1 1/2  
A 9 1/2

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H324 ✓

ORDER NO. 58819

DATE 2-21-1936

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: <sup>LEFT</sup>UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M YES

TITLE (IN FULL) NEW EAGLE CREEK BRIDGE, NEAR  
BONNEVILLE DAM, COLUMBIA RIVER HIGHWAY,  
OREGON

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE-853

COLOR DESCRIPTION

SEE ENCLOSED TISSUE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

7-17-36

7

802  
A12 1/2

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H325 ✓

ORDER NO. 58825

DATE 2-21-1936

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE <u>UPPER</u> LOWER. CENTER - BORDER.	FRONT NO. 2 R. M NO
TITLE (IN FULL) MAIN STREET, LOOKING TOWARDS STATE CAPITOL, BOISE, IDAHO	IMPRINT SAME AS ABOVE
PRIVATE NO. BEFORE TITLE-333	

COLOR DESCRIPTION

SEE ENCLOSED TISSUE

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co.—		CUSTOMER X	
CURT TEICH & COMPANY. INC., CHICAGO			
PHOTO TICKET			

7777 5777

5  
3



52

78c 1 1/4  
A 8 1/2

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H326 ✓

ORDER NO. 58825

DATE 2-12-1936

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER <sup>LEFT</sup> LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) HOTEL BOIST, BOISE, IDAHO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE 315

COLOR DESCRIPTION

SEE ENCLOSED TISSUE

SUBMIT: RET. PHOTO B. I. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TEICH & CO. CHICAGO

2/28 1/2  
8 3/4

WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 6A-H327 ✓

ORDER NO. 58825

DATE 2-21-1936

12 1/2 MART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M NO

TITLE (IN FULL) <sup>LEFT</sup> CAPITOL  
STATE HOSPITAL, BOISE, IDAHO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE-338

COLOR DESCRIPTION

SEE ENCLOSED TISSUE

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPED



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER —

DIAL No. 64-H328 ORDER NO. 59437 DATE 2-21-1936

CUSTOMER J.H. HARLAND CO.,  
ATLANTA, GA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

THE WHITLEY HOTEL  
MONTGOMERY, ALABAMA  
256 ROOMS WITH TUB & SHOWER BATHS

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE CARD ATTACHED.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

3 lines

Rel 2 1/2  
200 1 1/2  
A-10  
C-3/4

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. 6A-H329 ORDER NO. 59464 DATE 2-21-1936  
CUSTOMER J. FRIEDMAN & CO.  
NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full  
(AS COPY)  
(ROCKUNA OVERCOAT)

Follow Layout

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

(All of this on address side)

R. M. Yes No

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

DEADLINE

PHOTO RETURNED

TO

PHOTO USED FOR



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 6A-H330 ORDER NO. 59464 DATE 2-2-1-1936

CUSTOMER J. FRIEDMAN & CO.,  
NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE 3½ x 5½

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
(AS COPY)

(ROCKLYN FLEECE OVERCOAT)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

DEADLINE

make DK Blue impression

RETURN PHOTO  
YES  
NO

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 6A-H331 ORDER NO. 59484 DATE 2-21-1936

CUSTOMER J. FREEDMAN & CO.,  
NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full (AS COPY)

(ROCKLYN FLEECE TOP COAT)

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

Plate no. on front

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

DEADLINE

make red impression

PHOTO RETURNED

TO

PHOTO USED FOR

NO

YES

RETURN PHOTO



8

R-3 1/2

A-1 1/2

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 6 A-H332 ORDER NO. 59464 DATE 2-21-1936

CUSTOMER J. FRIEDMAN CO.  
NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full (AS COPY)

FRONT NO. 5  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

~~(THE RHUMBA)~~ (THE RHUMBA)

PUT PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

PHOTO LITHO  
Rephoto

NEG. NO.

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

DEADLINE

PHOTO RETURNED

TO

PHOTO USED FOR

A92

SERIES NO. S-312		NO. 6A-H333 ✓	
C.T.ANIMAL SCENES		ORDER NO. 59467	
		DATE 2-23-1936	
6 M ART COLORTONE POST CARDS, WHITE BORDER			
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER, <sup>LEFT</sup>	FRONT NO. 1	R. M. NO	
TITLE (IN FULL) ON THE ALERT	IMPRINT	SAME AS ABOVE	
PRIVATE NO. UPPER RIGHT CORNER: S-411			
COLOR DESCRIPTION			
USE PHOTO NO. 5A273			
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.			
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER			
CURT TEICH & COMPANY, INC., CHICAGO			
PHOTO TICKET			

Two out of three

Deadline



CUSTOMER

DIAL NO. 6A-H334

ORDER NO. 59465

DATE

2-24-1936

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER

U.S. BRONZE SIGN CO.,  
NEW YORK, N.Y.

Photos for  
this Customer

12 1/2 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE, WHITE BORDER

PLACE OF TITLE: Upper Lower, Center Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

Regarding the tablet in the front reading "P.S. 149", you will notice this has a very wide border, but do not permit this bright heavy border to steal the show. Possibly you might increase the strength of the border a little on the tablet directly above. The tablet immediately to the right of P.S. 149 resting on the floor contains an inscription bearing the name of "Franklin D. Roosevelt, James A. Farley, etc." similar to the rubbing which is enclosed herewith. Possibly you can sketch this in so that it might be noticeable. See Photo B for further instructions.

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Photo set  
4/13/36

Photo set  
4/13/36



3 1/2

NO. 6A-H335

W.J. HARRIS CO., INC.,  
ST. AUGUSTINE, FLA.

ORDER NO. 59492

DATE 2-25-1936

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) VILLA ZORAYDA, ST. AUGUSTINE,  
FLORIDA.

IMPRINT SAME AS ABOVE

212 1/2  
A 9 3/4

COLOR DESCRIPTION

WORK TOP OF TOWER IN, AS SHOWN ON PRINT. REMOVE WORD "CAFE", ON  
TOP OF BUILDING. MAKE SMALL FLOWERS ON VINES ON SIDE AND OVER DOOR, ALSO  
FLOWERS ALONG ENTRANCE ROADWAY, IN FACT, ALL THE FLOWERS WHEN YOU CAN MAKE THEM.  
WE DO NOT HAVE A PHOTO PRINT TO SEND, THIS WAS TAKEN FORTY YEARS AGO, PALMS HAVE  
GROWN SO HIGH THEY HIDE THE HOUSE AT PRESENT. THE COLORS SHOWN ON PHOTO NO.  
21238 ARE JUST WHAT WE WANT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

Photo in 1B H 1860

TYPE SET 14



9

*Springfield*

*A 12<sup>3/4</sup>*

W. J. HARRIS CO., INC.,  
ST. AUGUSTINE, FLA.

NO. 6A-H336

ORDER NO. 59492

DATE 2-25-1936

12<sup>1</sup>M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO.

1

R. M.

YES

TITLE (IN FULL)

COURT OF LIONS, VILLA ZORAYDA,  
ST. AUGUSTINE, FLA.

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

FOLLOW COLOR SCHEME AS PER LAYOUT ATTACHED. TRY TO BRING OUT  
THE DELICATE DESIGN IN ARCHES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*1 TYPE SET UP*

7

*Off 2. 5-9*

CUSTOMER

PHOTO PROPERTY OF C. T. &amp; CO.

NO

YES

RETURN PHOTO

DIAL NO. 6A-H337

ORDER NO. 59504

DATE 2-26-1936

CUSTOMER SOUTHERN METHODIST UNIVERSITY  
DALLAS, TEXASDEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, DECKLE EDGE

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SOUTHERN METHODIST UNIVERSITY, DALLAS  
TEXAS

Small-type Photo by — Long, Dallas

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black &amp; White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

BLDGS. ALL BRICK COLORED SIMILAR TO YOUR NO. 7 WITH NO. 15 CORRESPONDING TO THE SLATE  
COLORED ROOFS. Photo, Long — Dallas

PHOTO RETURNED

TO

PHOTO USED FOR

washed photograph  
3/16/37

8



20012  
183

ALPENA CANDY & CIGAR CO.,  
ALPENA, MICH.

NO. 6A-H338 ✓

ORDER NO. 59506

DATE 2-26-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL) WHIPPOORWILL RESORT, SAND  
BEACH SHORE, LONG LAKE, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BOATS, BODY WHITE, GREEN TRIM, TREES AND BACKGROUND, NATURAL  
GREEN, EXCEPT FEW BIRCHES TO SHOW, PUT ~~THE~~ <sup>FIVE</sup> BATHERS ON BEACH, PUT WHITE COTTAGE  
AT LEFT IN BACKGROUND. SHOW BOAT DOCK AND BIRCHES ON DOCK. SKY BLUE, WATER  
NATURAL, SAND BEACH NATURAL.

SUBMIT: RET. PHOTO

B. I. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

HL  
49 3/4

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 6A-H339 ✓

ORDER No. 59508

DATE 2-26-1936

6<sup>M</sup> ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

FRONT NO. 2 R. M. NO

TITLE (IN FULL) MARY IMMACULATE MONASTERY,  
GLENCLYFFE, GARRISON, N.Y.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BRICK SIMILAR TO COLOR CHART #32. TRIM, WHITE LIMESTONE, BELL,  
TOWER COPPER. BASE OF BUILDING AND RETAINING WALL, GRANITE. DRIVEWAY, CRUSHED  
STONE, ROOF, NEUTRAL COLOR SHINGLE. ADD. FLAG ON POLE, GREEN LAWN IN FRONT OF  
WALL IN FOREGROUND AND LIGHTED SHADOW, SHRUBS ALONG WALL, MAKE ALL WINDOWS  
UNIFORM. ADD SOME FOLIAGE TO OF LARGER TREE, SKY EFFECT, LIKE ENCLOSED CARD  
NO. 5A-H713 REMOVE SMALLER TREE.

SUBMIT: RET. PHOTO <sup>✓</sup> B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

( TYPE SET UP



20012  
A9

7

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 6A-H340 ✓

ORDER NO. 59508

DATE 2-26-1936

M

ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)

FRONT NO.

2

R. M

NO

TITLE (IN FULL)

CAPUCHIN PREPARATORY  
SEMINARY, GLENCLIFFE, GARRISON, N.Y.

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

BRICK SIMILAR TO COLOR CHART NO. 32 TRIM, WHITE, STEPS TO  
ENTRANCE, GRANITE. BELL TOWER IN CENTER, COPPER, ROOF NEUTRAL SHINGLE, SKY  
EFFECT, LIKE ENCLOSED CARD. CLOSE DOOR AND MAKE ALL WINDOWS UNIFORM. REMOVE  
HYDRANT, PIPE, AND SMALL SAPLING TOWARD RIGHT. REMOVE REFLECTOR IN UPPER LEFT  
CORNER OF BUILDING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

THIRD SET 11P

14

280 1 1/2  
A 8 3/4

MORRIS COHEN  
NEWTON, N. J.

✓ NO. 6A-H344

ORDER NO. 59517

DATE 2-27-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) LITTLE FLOWER MONASTERY,  
NEWTON, N.J.

IMPRINT NONE

COLOR DESCRIPTION

MOSTLY GRAY AND BIT OF BROWN STONE, SLATE COLOR ROOF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL. PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP



MORRIS COHEN  
NEWTON, N.J.

NO. 6A-H345

ORDER NO. 59517

DATE 2-27-1936

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) LITTLE FLOWER SHRINE,  
NEWTON, N.J.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 21 R. M NO

IMPRINT NONE

COLOR DESCRIPTION

GREEN ROOF, WHITE FRAME BLDG.

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE "T" UP